Mr Shower

# THE INICAND PRIMER -



?

### Do You Know About SULLMANCO

The up-to-the-minute ink proposition

That Appeals to every Job Printer.

The Ink you want—as you want it, How you want it, when you want it!

Have YOU received your Sullmanco Way Booklet?

If not, write TO-DAY to any of the following Selling Agents

Atlance American Type Founders Co.
Baltimore B. F. Rond Paper Co.
Boston American Type Founders Co.
Boston B. C. Hannen Hype Founders Co.
Boston Hype Founders Co.
Boston B. C. Hannen Hype Founders Co.
Boston Hype Founders Co.
Boston Hype Founders Co.
Boston Hype Founders Co.
Burdais American Type Founders Co.
Chicago American Type Foun

Sigmund Ullman Co.

New York

Chicago

Cleveland

HE MORE YOU Know About the Science of Business Stationery Planning The Greater Will Be Your Appreciation

of >



### "TELL ME What Paper He Uses— THAT'S ALL'

It is a pretty safe plan to follow to judge a man by the company he keeps. Business men sometimes neglect this point in sending out advertising matter, business letters, etc., greatly to their discredit. The printer is the logical one to point out the error of such ways. Certainly no man will argue against the advisability of using a business Letterhead paper that is made with exclusive regard to "sales value." The increasing appreciation of this point is responsible for the growing demand for Brother Jonathan Bond.

Brother Jonathan Bond is the business man's ideal. Examine samples and you will be instantly impressed by its distinctive quality. This notable paper combines the proper surface for printing, lithographing, type and pen writing and erasure with a pleasing bright color, satisfying to the eye. It has considerable strength, of course, being made of new linen rags after the fashion which promotes quality rather than cheap price.

You will profit by adopting Brother Jonathan as your high-grade Writing Paper. The large line of colors and weights will enable you to satisfy practically any demand that may be made of you.

### WRITE FOR BROTHER JONATHAN SAMPLES

DISTRIBUTORS OF "BUTLER BRANDS'

Standard Paper Co	Milwaukee, Wis.
Mis souri-Interstate Paper Co	Kansas City, Mo.
Mississippi Valley Paper Co	St. Louis, Mo.
Southwestern Paper Co	Dallas, Texas
Southwestern Paper Co	Houston, Texas
Pacific Coast Paper Co	San Francisco, Cal.
Sierra Paper Co	Los Angeles, Cal.
Central Michigan Paper Co	Grand Rapids, Mich.
Mutual Paper Co	Seattle, Wash.
Commercial Paper Co	New York City
American Type Founders Co	Spokane, Wash.
American Type Founders Co	Vancouver, British Col.
National Paper & Type Co. (Export only)	New York City
National Paper & Type Co	
National Paper & Type Co	. City of Mexico, Mexico
National Paper & Type Co	Monterey, Mexico
National Paper & Type Co	Guadalajara, Mexico



Established 1844

J.W. Butler Paper Co., Chicago

## Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co. **CHICAGO** 

**PITTSBURG** 

88-90 South 13th Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

**ATLANTA** 

**INDIANAPOLIS** 

151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MILWAUKEE

MINNEAPOLIS

**DES MOINES** 

COLUMBUS

## The Seybold "Dayton" Automatic Cutting Machine

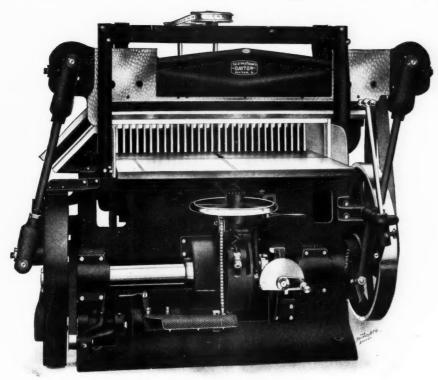


Illustration-35-inch, 40-inch, 44-inch and 50-inch sizes.

The Cutting Machine with FIVE DISTINCT SAFETY FEATURES which protect both Operator and Machine.

SEND FOR PARTICULARS

### THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Main Office and Factory, DAYTON, OHIO, U. S. A.

New York		DALLAS, TEXASTHE BARNHARDT TYPE FOUNDRY CO.
CHICAGO	112-114 W. HARRISON STREET	TORONTO, CANADATHE J. L. MORRISON CO.
ATLANTA, GEORGIA	J. H. Schroeter & Bro.	WINNIPEG, CANADATORONTO TYPE FOUNDRY CO., LTD.

The Norman F. Hall Co., our Pacific Coast Representatives, are conducting daily demonstrations of our Bookbinding Machinery at Block 31, Machinery Hall, Panama-Pacific Exposition, San Francisco, Cal. Don't fail to call.

American Folder Speed 9000 per hour

Folder output: \$4492.80

Cylinder press output:

More Money
in Folding than
in Printing

Composition output: \$2246.40

Job press output: \$2246.40





OPERATED one year, 60% productive time, the American Job Folder will deliver an output worth \$4492.80. Its labor cost is but \$8 a week.

We have just published an intensely interesting booklet for printers, entitled *More Money in Folding than in Printing*. It analyzes every de-

partment of the printing business and it shows how there is more profit in folding the jobs you print than in either the composition or the presswork.

You sacrifice your biggest money-making opportunity when you deliver work flat or send it out to be folded.

Write for your copy, Booklet H.

An entirely new kind of folding machine, built particularly for the commercial printer, has made possible this new condition of affairs in the printing business.

Even though you operate but a threejob-press plant and can only keep our folder busy 15% of the time, there is money for you in doing

your own folding.

And you can tell from the charts and figures in our booklet whether or not there is a profit for you in operating our folder. Write us now for a copy of this astonishing and wonderfully helpful booklet, *More Money in Folding than in Printing*.



## TYPE MADE IN AMERICA ACCLAIMED IN EUROPE

"The leaders of fashion in print are the Americans, so far as typefounders are concerned, and one is compelled to turn thither to obtain such novelties as will appeal to the special advertising public."

"To get striking founts we have to go to America."

"It is really wonderful the versatility of the American founders in the extent of the families, as they term them."

FROM AN ADDRESS BY MR. J. T. COOPER, OF MESSRS. COOPER AND BUDD, LTD., GIVEN BEFORE THE ASSOCIATION OF MASTER PRINTERS OF WEST AND NORTHWEST LONDON, ENGLAND



P TO THE TIME of the present European disturbance no people appreciated the accomplishments and attractiveness of their own country so little as did Americans.

A foreign label on any article seemed to make that article superior. The war having to a large extent cut off imports, Americans have had to depend on goods of their own manufacture and they are now realizing that the manufactured products of this country in most cases are as good as any imported from Europe and in some instances far superior.

Europeans in this country have in conversation conceded as instances that we make the best shoes and the best collars and now, as will be seen by the above quotation, a prominent employing printer of England in a speech before an authoritative association in that country plainly states that the typefounders of America lead the fashion in print and that the British printer must send to America for type faces and decorative material that will appeal to the special advertising public.

The American Type Founders Company takes this compliment to itself, as it has been told so frequently by its friends that the type faces designed and cut by the American Type Founders Company are the most beautiful and are more numerous and useful than those of any other type foundry in any other country of the world.

A quality of printing is being produced at the present time in this country that can be placed fearlessly in comparison with any produced in Europe,

and in most cases the type faces and other material used are products of the American Type Founders Company. Let us take as an instance the Cloister Oldstyle type face. The cutting of this face has made it possible for the printers of this country to produce classic typographic effects in the spirit of a Jenson or an Aldus, and has given a neatness and dignity to those strong and forceful typographic effects liked by so many American advertisers.

Cloister Bold is a new accession to this family. It should be borne in mind, however, that all printing produced in this country is not of the highest quality, and here we offer our services. American printing should be the best in the world and the printers of the United States should place before themselves a high standard of quality, in the attainment of which they should enlist their best efforts. The fact should be kept in mind, however, that printing to be good must be good all the way through. Good ink, good paper and good type. Not only must the type be well made, but the type faces must be designed according to the best standards in lettering, and manufactured accurately by the most approved modern methods.

In the specimen books of the American Type Founders Company are type for every conceivable purpose that can be used by the printer. Cheltenham, a thoroughly American type face and the most remarkable type family ever conceived, is one of the triumphs of this Company and there are many other series and families that have helped to add lustre to the fame of American typography.

ARE YOU WITH US IN OUR EFFORTS TO MAKE AMERICAN PRINTING THE BEST IN THE WORLD?

IF SO, LET US SEND YOU SAMPLE SHEETS OF OUR NEW TYPE FACES

### AMERICAN TYPE FOUNDERS COMPANY

THROUGH OUR

### **EQUIPMENT DEPARTMENT**

### MONEY-MAKING O SPECIALTIES



For Single Color 50 Per Cent Increase in Distribution THE DUAL PRINT

ATTACHMENT

Saves 1/2 of the Impressions on Two-Color Work

**OUR** 

IS NOW BEING

**USED** 

Hundreds of the Leading

**Printing Establishments** SAVING Fully ONE-HALF of th

> MAKE-READY TIME



Permits of Printing Two Colors at Same Time

FOR

**EVERY KNOWN** 

**PURPOSE** 

BLACK AND COLORED LETTERPRESS

INKS

The **Universal Pressure** Quoin

PRESSURE APPLIED AND

DISTRIBUTED

WHERE REQUIRED

A CHASE CONTAINING 16 SMALL QUOINS

REQUIRING MANY ADJUSTMENTS EACH

BEFORE FORMS ARE SECURELY LOCKED

IS PROPERLY LOCKED . . . . . . . . WITH TWO

FULL LENGTH UNIVERSAL PRESSURE QUOINS

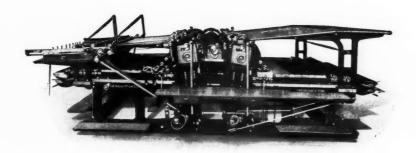
The Queen City Printing Ink Co.



BOSTON ROCHESTER **MINNEAPOLIS**  CINCINNATI **PHILADELPHIA** 

KANSAS CITY DALLAS

CHICAGO DETROIT ST. PAUL



## The Michle

### TWO-COLOR, FLAT-BED PRESS

Is an established factor in the economical production of many classes of printing. Your pressroom should be equipped with one of these machines.



### WRITE US FOR INFORMATION

### Miehle Printing Press & Manufacturing Co.

### SALES OFFICES IN THE UNITED STATES:

Chicago, 1218 Monadnock Blk.

New York, N. Y., 38 Park Row
Dallas, Texas, 411 Juanita Building
Boston, Massachusetts, 176 Federal Street
Portland, Oregon, 506 Manchester Building
San Francisco, California, 401 Williams Building
Atlanta, Georgia, Dodson Printers Supply Company
Philadelphia, Pennsylvania, Commonwealth Trust Building

### 14TH AND ROBEY STREETS CHICAGO

Nine acres of floor space devoted exclusively to the manufacture of two-revolution

### FOREIGN DISTRIBUTORS:

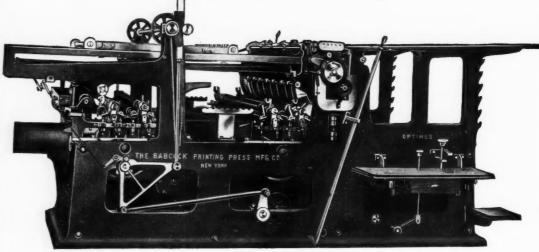
Toronto Type Foundry Co.
Ltd., Toronto, Canada
S. A. des Presses Typogr. Miehle.
7 Rue Laffitte, Paris, France
Miehle Druck Pressen G m. b. H.

94 Markgrafenst., Berlin, Germany Herm. Stoltz & Co., Avenida Central,

Rio de Janeiro, Brazil Williamson, Balfour & Co., Santiago and Valparaiso, Chile

Parsons Trading Co., Buenos Aires, Mexico City and Havana

### The Babcock "Optimus"



The final test of a press is its *output*. In that, *Quality* is the first consideration and then *Quantity*. Frequently workmanship is lost sight of and too much stress is laid on *Speed*. The combination of the two, *Quality* and *Quantity*, is essential—and that is one potent reason why you should

### BUY THE BABCOCK "OPTIMUS"

The "OPTIMUS" is first of all built to turn out printing that is better than the average work of a two-revolution. Perfect distribution, accurate register, even impression and unequalled speed are built into

### THE BABCOCK "OPTIMUS"

The principle of construction in the "OPTIMUS" gives SPEED without jarring or jerking, and friction is reduced to the minimum. The finest quality of printing is produced at high speed, with least possible wear and tear. The "OPTIMUS" stands up under the most unfavorable conditions.

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

### The Babcock Printing Press Manufacturing Company

NEW LONDON, CONN.

38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.

John Haddon & Co., Agents, London, E. C.

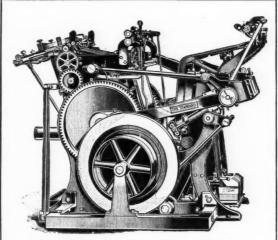
### The Standard

High-Speed Automatic Job Press Pays for Itself Automatically

Easy to Buy
Easy to Learn
Easy to Keep Busy
Easy to Earn Big Money With

### Only \$250 Down

Our terms run on rubber tires. So easy they never jar.



THE STANDARD AUTOMATIC

The STANDARD HIGH-SPEED AUTOMATIC JOB PRESS alone has stood the practical test of day in and day out work in the job department. No other machine has ever survived this test.

### SOME STANDARD USERS

New York City	Poughkeepsie, N. Y.	Woonsocket, R. I.	Kansas City, Mo.
Metropolitan Life Ins. Co 5	The De Laval Separator Co 1	Robinson Press 1	Redfield-Powers Ptg. Co 1
John C. Rankin Co 2	Rochester, N. Y.	Hartford, Conn.	Minneapolis, Minn.
Roy Press	John P. Smith Printing Co 1	The Chapman Printing Co 1	Hetwood Manufacturing Co 1
Adams & Grace Co	Schenectady, N. Y.	Plimpton Mfg. Co 1	Lansing, Mich.
M. B. Brown Ptg. & Bndg. Co 2	Maqua Company 2	Travelers' Insurance Co 1	Allen & De Klein Co 1
J. C. & W. E. Powers 2	Troy, N. Y.	Waterbury, Conn.	Superior, Wis.
Euclid Ptg. & Bndg. Co 2	Cluett, Peabody & Co 1	The Waterbury Paper Box Co 1	Silver-Tonsberg Co 1
Lehmaier & Brothers 2	Syracuse, N. Y.	The Mattatuck Press 1	Detroit, Mich.
Hamilton Press	D. H. Cook	Rockville, Conn.	Gregory, Mayer & Thom, 1
Commercial Printing Co 2	D. H. Cook 1	T. F. Rady & Co 1	The Griswold Press 1
Louis Taterka	Albany, N. Y.	Philadelphia, Pa,	Hilton, Hart & Garrett 1
C. E. Sheppard Co 2	Albany Per. Wrap. Paper Co 2	Marcus & Company 2	Ockford Printing Co 1
Jaques Company	C. A. Hollenbeck 1	Williams & Marcus Co 2	Frederick Stearns & Co 1
William Green, Inc	Buffalo, N. Y.	Geo. H. Buchanan Co 1	Indianapolis, Ind.
William B, Sutherland 2	Geo. E. Farthing 1	Craig, Finley & Co 1	Levey Bros. & Co 1
J. W. Pratt Co	Hausauer-Jones Co 1	Patterson White Co 1	Printing Arts Co 1
Pyle-MacLaren Printing Co 1	F. J. Offerman 1	H. M. Gifford Mfg. Co 2	South Bend, Ind.
Boschen & Wefer	Cooperstown, N. Y.	Pittsburgh, Pa.	L. P. Hardy Co 1
Fleming & Benedict	Arthur H. Crist Co 1	Pittsburgh Printing Co 1	Clinton, Iowa
Paul Overhage	Valatie, N. Y.	Scranton, Pa.	T. I. McLane Ptg. Co 1
Trow Direc, Ptg. & Bndg. Co 1	Charles Wild, Jr 1	Eureka Specialty Co 2	Baltimore, Md.
Brieger Press, Inc 1	Boston, Mass.	Reading, Pa.	Lucas Bros
Packenham & Dowling 1	A. T. Howard Co 2	Bright-Faust Printing Co 1	
L. Kehlmann & Co 1	C. S. Binner Corporation 1	Lebanon, Pa.	Salisbury, Md,
J. Schapiro	Gale-Sawyer & Co 1	Lebanon Paper Box Co 1	Brewington Brothers Co 1
Walcutt Brothers Co	The Libbie Printing Co 1	Lewistown, Pa.	Atlanta, Ga.
Montross & Clark 1	Southgate Press	H. J. Fosnot & Son	Atlanta Envelope Co
Arthur, Mountain & Co 1	The Sparrell Print 1		Byrd Printing Co 1
Acme Manifolding Co 1	Wright & Potter Ptg. Co 1	Newark, N. J. Essex Press 2	Retail Credit Co 1
Printing Trade News	Cambridge, Mass.		Bean & Magill 1
Oswald Publishing Co 1	Ginn & Co	Gubleman Publishing Co 1	Elyria, Ohio
Herman & Brokaw	Library Bureau	Elizabeth, N. J.	F. S. Reefy & Son 1
Peck & Durham	University Press 1	Henry Cook Print Shop 1	Benton Harbor, Mich.
Kienle Press	Holyoke, Mass.	Passaic, N. J.	Baker-Vawter Co 4
William E. Rudge	Baker-Vawter Co 2	Botany Worsted Mills 1	(Holyoke, Mass., 2)
Francis J. Pasotti Press 1 J. J. Little & Ives Company 1	(Benton Harbor, Mich., 4)	Paterson, N. J.	Bowbells, N. Dak.
John B. Watkins Co	Eureka Ruling & Bndg, Co 1	Press-Chronicle Co 1	B. A. Stefonowicz 1
The Lent & Graff Co	White & Wyckoff Mfg. Co 1	Chicago, Ill.	Auburn, Me.
Clark Loose Leaf Mfg. Co 1	Worcester, Mass.	Glennon & Kern 2	Merrill & Webber Co 2
Schlueter Printing Co	Davis Press, Inc 1	Sears-Roebuck Co	Augusta, Me.
Brooklyn	Royal Worcester Corset Co 1	Chicago Legal News 1	Kennebec Journal Co 1
Brooklyn Daily Eagle 4	Dorchester, Mass.	The Holland Press	Salt Lake City, Utah
Boorum & Pease	Educational Publishing Co 1	Fred. Klein & Co., Inc 1	The F. W. Gardiner Co 1
Louis J. Saltzman 1	Taunton, Mass.	Pryor Press 1	Spokane, Wash.
Home Talk Publishing Co 1	Harrington Press	The Henry O. Shepard Co 1	McKee Printing Co 1
Garden City	Pittsfield, Mass.	U. S. Sample Co 1	Shaw & Borden Co1
Doubleday, Page & Co 1	Eaton, Crane & Pike Co 2	Workman Mfg. Co	
		St. Louis, Mo.	Melbourne, Australia
Hastings-on-Hudson, N. Y.	Salem, Mass.	George D. Barnard & Co 1	Gordon & Gotch
The Hastings Ptg. & Pub. Co 1	Milo A. Newhall & Co 1	Buxton & Skinner Ptg. & Sty. Co. I	Toronto, Canada
Niagara Falls, N. Y.	Springfield, Mass.	Hesse Envelope & Litho. Co 1	TheCopeland-ChattersonCo.,Ltd. 2
The Shredded Wheat Co 1	Morgan Envelope Co., Div 2	Kutterer-Jansen Printing Co I	R. G. McLean, Ltd 1

OVER 40 PER CENT OF OUR SALES ARE TO REPEAT-ORDER CUSTOMERS

WRITE FOR PARTICULARS

### WOOD & NATHAN COMPANY, Sole Selling Agent

THIRTY EAST TWENTY-THIRD STREET, NEW YORK CITY

### OUR GREATEST TRIUMPH

WORK AND TURN OR "FLOP SHEET" PAPER-FOLDING MACHINE



MADE BY

### BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

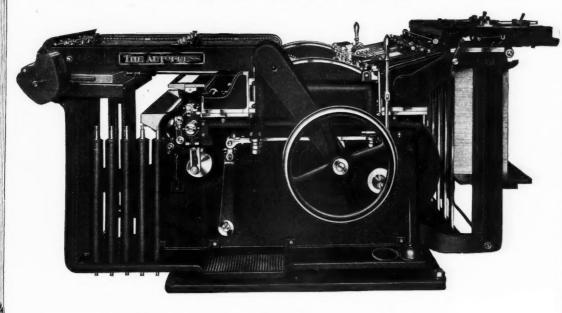
CHICAGO: 343 S. DEARBORN STREET

NEW YORK CITY: 38 PARK ROW

ATLANTA, GA.: J. H. Schroeter & Bro. DALLAS, TEX.: 1102 COMMERCE STREET

TORONTO, CAN.: 114 ADELAIDE, W.

Let This Press Lift You



### Above Competition

- ¶ This wonderful Model CC Autopress is solving the Profit Problem for other printers—why not for YOU? It will pay you to write us.
- ¶ Highest Quality of Printing, Register Perfect and the same at all speeds. Unequalled Distribution of Ink.
- $\P$  Automatic Feed, 4500 per hour.
- ¶ This Model CC takes a sheet 14" x 20" in size and will print any paper from French Folio to 120 lb. Card board.
- If you wish to escape the discouraging effects of keen competition buy a Model CC Autopress and you can turn out fine presswork in large volume and at small cost.
- $\P$  Sold on a reasonable cash payment and guaranteed to do all that we claim for it.

WRITE US FOR FURTHER INFORMATION

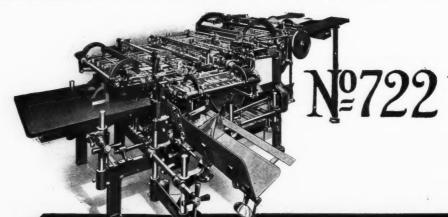
### American Autopress Cmpany

(INCORPORATED)

110-112 West Fortieth Street, NEW YORK CITY

CHICAGO 431 S. Dearborn St. SAN FRANCISCO Phelan Building PHILADELPHIA 1011 Chestnut St. RICHMOND, VA. 16 N. 14th St.

### **DEXTER PONY FOLDER**



### This Machine Saves

SAVES—a mighty little word to be so important. But after all, it is the savings you effect in your plant that spell the difference between small and big profits.

This new Dexter All Around Circular and Jobbing Folder No. 722 is a waste saver, a time saver, a profit saver, also a life saver, for it enables you to put your folding girls at less tiresome and more profitable work.

Here is a folding machine that will care for an unusually wide variety of work—probably nine out of every ten jobs you handle which come within its size range. That is why it is such a safe and useful investment in every plant, large and small. Note what it will do:

Pages.																					F	ol	ds	3.									
4															,															0	ne	fo	d
6 or 8 .																											$\Gamma_{W}$	0	par	alle	el f	olo	ls
12 or 16	,																,	*		à						TI	are	e	par	alle	1 1	ole	is
8																																	
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24 or 32			*			T	VO	p	ar	al	lel	, 1	h	en	tr	WC	) [	ig	ht	-a	nį	gle	f	ol	ds	para	alle	1 t	0 6	ach	10	the	er
24 or 32																	1	h	ree	2 1	ig	h	-6	an	g1	e and	i o	ne	pa	rall	lel	fol	đ
16																		T	W	0 1	rig	h	t-2	an	ıgl	e and	10	ne	pa	ral	lel	fo	d
12 or 16																																	
12																													. L	ett	er	fol	d

Range of sheets sizes  $6 \times 9$  to  $24 \times 28$  inches. Signatures delivered into individual adjustable packing boxes at the rate of 3,000 to 5,000 an hour.

Sheets are registered at all right-angle folds. Nothing to watch. Simplicity and ease of adjustment perfected to the last detail. No machine we have ever turned out in our 35 years' folder experience has given such promise of universal satisfaction. We're so proud of it we want to tell you more about it. Write for information.

### DEXTER FOLDER COMPANY

Folding, Feeding, Binding, Cutting Machinery
NEW YORK CHICAGO DETROIT PHILADELPHIA BOSTON
ATLANTA DALLAS SAN FRANCISCO TORONTO



## EVERY department of the printing plant is provided for

by some suitable piece of Hamilton Equipment—either wood or steel.

The utmost care is used in producing equipment for special purposes that will cover in the most efficient manner the various requirements.

Very rarely is a design the product of any one brain, but usually is the composite expression of the best informed men in the printing industry.

The two designs shown with this advertisement are indicative of the spirit of The Hamilton Manufacturing Co. and its desire to keep pace with the shifting and changing conditions of the printing industry.

Wherever there is need of cabinet equipment in the printing office, there will be found a Hamilton Cabinet carefully studied out and suitable for the purpose.



The design of this Linotype Machinists' Cabinet Work Bench has been approved by expert operators and also by the manufacturers of the casting machines. Supplied in steel or wood construction.



The design of this Monotype Machinists' Cabinet Work Bench has been approved by expert operators and also has the approval of the manufacturers of the monotype machines. Supplied in steel or wood construction.

### THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

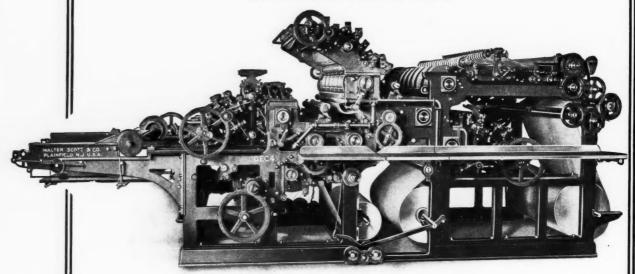
A VALUABLE LINE GAGE, graduated by picas and nonpareils, mailed free to every inquiring printer

### LOOK AT THE FIGURES!

Forty-Seven Thousand One Hundred Sheets Printed on a

### **SCOTT All-Size Rotary**

In Seven Hours Thirty-Eight Minutes
ACTUAL RUNNING TIME



### **EVERY LARGE PRINTING-OFFICE**

having long runs of presswork can use one of these machines to advantage. The only trouble is many printers can hardly realize there is a web printing-press that cuts off any length of sheet.

### IT IS POSSIBLE THAT YOU

are not thoroughly familiar with the Scott All-Size Rotary Web Press, and what it does, and we will briefly state to you that this machine cuts off ninety different lengths of sheets from 20 to 46 inches, and any width of paper can be used on the machine up to 70 inches. The speed of this machine varies according to the class of work, but you can do as good work on this machine as can be printed on any rotary press under the same conditions, as to paper, ink and pressman. It is also built to print an extra color on one or both sides of the sheet, if desired.

WHY NOT INSTALL ONE NOW?

### WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager MAIN OFFICE AND FACTORY

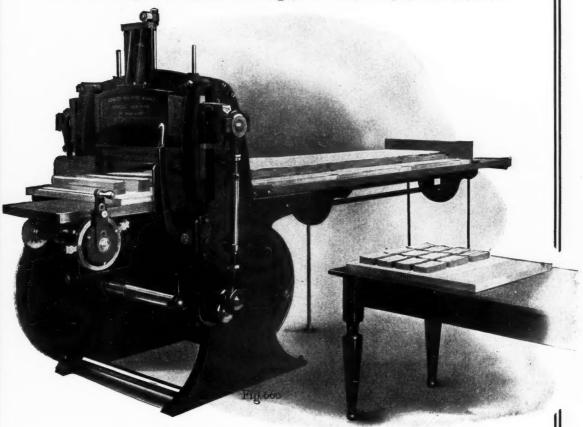
PLAINFIELD, NEW JERSEY

NEW YORK, 1 Madison Avenue

CHICAGO, Monadnock Block

### New Oswego Cutting Method

For All Duplicate Size Cuttings, Labels, Strips, Bands, Etc.



ONE EQUIPMENT OF THE RAPID OSWEGO STRIP AND LABEL CUTTER

Pioneer Oswego patents allowed controlling new and exclusive improvements. Furnished in all Oswego stock widths from 32-inch up to 84-inch

One of these new Oswego machines increased the daily cuttings from seven hundred thousand to four million pieces.

On another class of work from five hundred thousand to one million and a half pieces.

That is, three hundred per cent increased product in one case and six hundred per cent increase nearly in the other.

Particulars of these new Oswego Strip and Label Auto Rapid-Production cutting machines will be furnished you promptly on request by mail, or a skilled representative will study your conditions and recommend the Oswego equipped machine that will pay you the largest profit. It will be a pleasure to hear from you.

### OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U.S. A.

CUTTING MACHINES EXCLUSIVELY; NINETY SIZES AND STYLES—16-INCH TO 84-INCH; FOR PAPER, BOARD, CLOTH, FOIL, LEATHER, CELLULOID, RUBBER, CORK, ETC.

Sent on request: The remarkable list of "Oswego Contracts" embracing the entire globe.

### CALENDAR BOSTON STITCHERS

Seasonable just now when calendar manufacturers and printers are busy with the 1916 work. The No. 20 Boston was designed especially for Calendars and is the greatest calendar stitcher in the world. It produces more and better work than any other and has every feature for efficiency and economy. Twenty-four inches of flat gauging space back of the stitching point.

WRITE FOR OUR NEW BOSTON STITCHER CATALOGUE

AMERICAN TYPE FOUNDERS CO.

### It has been demonstrated to the complete

satisfaction of engraving printers that Modern Die and Plate Presses embody every point of advantage necessary for

the large production of highest grade work at minimum cost.

Our presses are built in three different sizes, designed to do every variety of work for which an automatic die and plate press may be adapted.

THE NEW 6x10—1,500 impressions per hour. Price \$1,800.
THE NEW 4x8—1,800 impressions per hour.

"OUR BABY"—Designed for the practice of short runs as well as long ones. 2½x4. 2,400 impressions per hour.

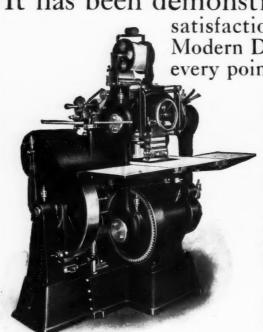
We also manufacture a complete line of copper-plate and handstamping presses. Every machine we turn out undergoes the severest test, and we guarantee each press to uphold our claim in every respect.

CATALOG, CIRCULARS, TERMS, ETC., SENT ON REQUEST

### MODERN DIE & PLATE PRESS MANUFACTURING COMPANY

BELLEVILLE, ILLINOIS New York Offices and Salesroom: 116 Nassau Street

Sole Agents for Australasia: Parsons & Whittemore, Inc., 352 Kent Street, Sydney



THE NEW 6x10

### The Riteway Numbering Machine

A HIGH-GRADE MACHINE AT A MODERATE PRICE



For numbering blanks, checks, coupons, envelopes, filing folders, orders, etc. Fitted for duplicate, triplicate, continuous and repeat work in any color required.

The machine has an automatic inking attachment and quick set gauges, and is easily the fastest machine built for numbering work.

Price complete, with one six-wheel head f.o.b. Phila.

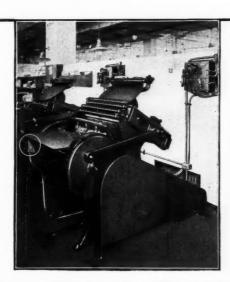
\$60

RITEWAY MACHINE WORKS, JENKINTOWN, PA.

FOR SALE BY

### **Keystone Type Foundry**

Philadelphia New York Boston Chicago Detroit Atlanta Kansas City San Francisco



### **Just PUSH the BUTTON**

to start or stop. The motor will always run at the RIGHT SPEED for the job. The pre-set controller on the wall takes care of it.

Send for Exhibit Sheet No. 8304

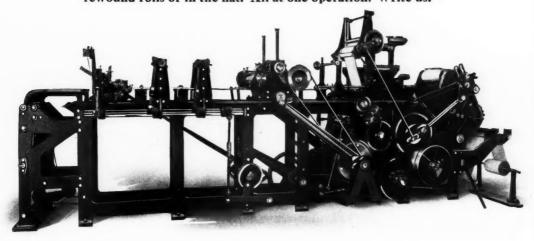


### SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY Main Offices: 527-531 West 34th Street, NEW YORK, N. Y. Branch Offices in Principal Cities

### Kidder Roll Feed Bed and Platen Perfecting Press

Prints one or more colors on top and one color on reverse side of the web. Numbers, punches, perforates both lengthwise and across the web. Slits and delivers either in rewound rolls or in the flat. All at one operation. Write us.



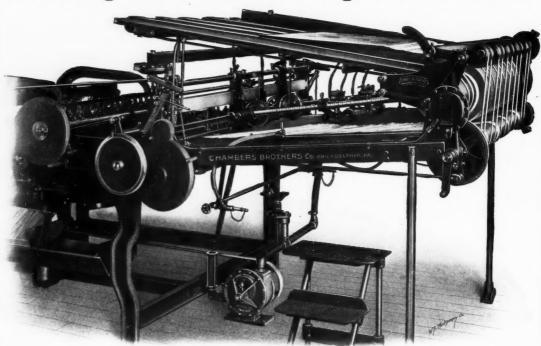
### KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK: 261 BROADWAY GIBBS-BROWER CO., Agents

184 SUMMER ST., BOSTON, MASS. 445 KING ST. WEST, TORONTO, CANADA

### The Chambers Folders

The King Continuous Combing-Wheel Feeders



A remarkably simple, open and easily accessible paper-feeding machine. Great flexibility. Few adjustments. Designed expressly for folding-machine use; built in the same shop where the combined machines are coupled and tested as one unit.

One Grade Throughout—the Best Only

### CHAMBERS BROTHERS COMPANY

PHILADELPHIA, 52nd and Media Streets CHICAGO, 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto. SMYTH-HORNE, Ltd., 19 Cursitor St., Chancery Lane, London, Eng.

### The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say,

Read what one of the many users has so say.

The Waco Times-Herald,
Waco, Tex., Aug., 2, 1911,
Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen,—I have been using your patent
mailer for five years with most satisfactory
results, and think it is the best and speediest
machine on the market to-day. My record
per hour is 6,500, which I think is the best
record in Texas. Would be pleased to have
you use this letter in any way you see fit.
Yours very truly, B. D. Geiser,
Foreman Mailing Dept,
Manufactured in inch and half inch sizes

Manufactured in inch and half inch sizes from two to five inches.

ther information, address

Rev. Robert Dick Estate, 139 W. Tupper St.

### Consult the Specialists who KNOW

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

Will help to Increase Your Sales - Decrease Your Losses

### RATINGS Most Carefully REVISED

and based upon substantiated statements and ledger facts furnished by the Trade

THE TYPO MERCANTILE AGENCY

160 BROADWAY

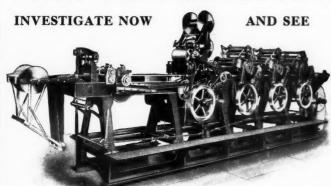
General Offices

NEW YORK

### This Is an Era of Specialists

Outdistance Competition and Increase Profits-You Can Do This with a

### NEW ERA MULTI-PROCESS PRI



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

FASTEST FLAT-BED PRESS ON THE MARKET

Can Be Assembled to Print in ANY NUMBER of COLORS on ONE or BOTH SIDES of Stock

Uses Flat Plates or Type

**Automatic Roll Feed** 

Rigid Impression Easy Make-Ready

**Splendid Distribution** 

**Great Variety of Operations** 

ONCE THROUGH THE PRESS **COMPLETES JOB** 

Prompt Deliveries of Work Mean Pleased Customers

Send us to-day samples of your multicolor or difficult operation work and let us show you how economically they can be produced on the New Era Multi-Process Press.

### Built by The Regina Company Manufacturers of High-Grade Specialties

217 Marbridge Building,

47 West Thirty-Fourth Street,

**New York City** 

### How About Those Improvements You Planned to Make This Fall?

Now is the time. Your customers are not howling for their work. When the rush comes next winter you will be ready and can make better delivery if you

### Put In Westinghouse Motor Drive Now

Our power engineers have made a specialty of saving time in printing plants and can show you various ways of improving your plant efficiency.

Write our nearest office and ask for our representative to call.

Westinghouse Electric & Manufacturing Company

Sales Offices in All Large American Cities



East Pittsburgh, Penna.



BUSINESS cannot outlast its A BUSINESS cannot outlast its records. Its very history is in its ledgers and record books. That is why all ledgers and record books should be made of the paper that endures

## Brown's Linen Ledger Paper

Brown's stays fresh, clean and clear—retains its snap and vitality—preserves its records for ages. It works up into the finest record books possible to pro-duce—prints perfectly, rules sharply and clearly and takes kindly to ink. Brown's is the universal standard. Specify its use for particular purposes.

Write for Sample Books

L. L. BROWN PAPER CO. ADAMS, MASS., U. S. A.

LILBROWN PAPER CO. LINEN LEDGER



O after gummed Label and Poster Stamp work armed with Nashua INDIAN BRAND No-Curl Gummed Paper. As straight as an arrow, you can run off a color job on Indian Brand as easily as if it had no gummed surface. The foundation of imported esparto stock, specially manipulated after gumming to take out the curl, is treated to a high machine finish, just fine for color work.

Send for new Sample Book, now on the press, showing Labels and Poster Stamps printed on Indian Brand Gummed Paper. Ruy by the Brand.

### Nashua Gummed and Coated Paper Company

Nashua, New Hampshire

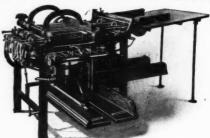
### 35 to 40 thousand 16-page Catalog Sections folded in 8 hours

You can not fail to appreciate what it means to have a folding machine that will do this, day in and day out - with a girl operator.

This is one of the many reasons why the ANDERSON High-Speed Job Folder has met with such a great popular demand.

A post card addressed to us will bring you a list of users and detailed information about this simple, inexpensive machine with the "extraordinary" output.

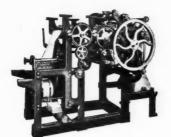
Anderson & Co. 710 S. Clark St.



The Anderson High-Speed Job Folder No. 110

### THE MEISEL PRESSES

have "The E's"





xcellence of Design, Material, Workmanship fficiency and Economy limination of Trouble andurance

MEISEL PRESS MFG. CO.

944-948 DORCHESTER AVENUE

BOSTON, MASS.

### 13 H.P. KIMBLE Job Press Motor

Runs 26 days for \$2.75-101/2 c a day or 11/3 c an hour

The Cary Printing Company, Columbia, S. C., write Aug. 15, 1915:

"Please send us one dozen brushes, suitable for use on your one-third and one-half h. p. motors. We are enclosing sample of same (worn). We have in the last three months bought two motors from you, and we assure you that we can not speak too highly of them. We ran the one-third horse motor for twenty-six days, eight hours, for \$2.75—that's cheap enough."

This wonderful economy is due to the fact that every time you reduce press speed with this motor you cut current consumption correspondingly.

This motor has another exclusive advantage over all others—it gives absolute and flexible *control of speeds*, not by steps but by infinitesimal gradations,

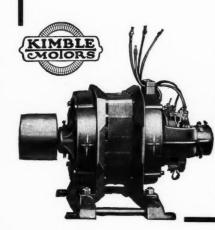
And there are many other features that make the

### KIMBLE Single Phase, Variable Speed ALTERNATING Current PRINTING PRESS MOTOR

the one best motor for every printing plant on an alternating current circuit.

SEND FOR OUR CATALOG

KIMBLE ELECTRIC CO., 635 N. Western Avenue CHICAGO, ILLINOIS



## BENZINE GASOLINE AND OILY WASTE ARE DANGEROUS WHY

take chances by using unapproved safety cans? Guard your plant from destruction and reduce your insurance rate by using devices bearing the Underwriters label—a guarantee of the highest efficiency. All



### FIRE PREVENTION DEVICES

Approved, Tested and Inspected by the Underwriters Laboratories, Inc.

Under Direction of The National Board of Fire Underwriters

### Security Benzine Cans

Special Funnels Not Required



No Waste No Leakage

The Price is right-The Can is right

1 PINT , \$0.75 . . ½ GALLON \$1.25 1 QUART 1.00 . . . 1 GALLON 1.50

### Justrite Oily Waste Can



Opens with foot pressure, closes automatically; absolutely safe.

No. 1— 6 Gallons \$2.00 No. 2— 8 Gallons 2.50 No. 3—10 Gallons 3.00

We also make the JUST-RITE Safety Can, 6 sizes —1-pint to 5-gallon, and a 1-quart chemical Fire Extinguisher.

Booklet on request

### Justrite Mfg. Co.

Dept. P 327 So. Clinton St. Chicago, U.S.A.

### Printers—

If you want to produce

### Highest Quality Printing

at Least Cost

use

### HUBER'S PRINTING INKS

### J. M. HUBER

732 Federal Street CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK ST. LOUIS BOSTON PHI SAN FRANCISCO

PHILADELPHIA

BALTIMORE

### A "shell" game with no "goat"

In this new "shell" game we are now running, the only "easy mark" is the electrotype user who doesn't consider our *quicker* service when buying.

Perhaps you have heard this "service" talk before and been "buncoed," but ours is straight.

We have recently installed a new patented process for making the shell, which enables us to deliver a finished electrotype one hour and thirty minutes quicker than any one else.

This extra time, added to our already quick service, makes us your logical electrotyper. Let us prove it.

Remember that quality and price are the same as before – they can not be beaten.

### DINSE, PAGE & CO.

Electrotypes, Nickeitypes and Stereotypes 725-733 S. La Salle Street, Chicago Telephone, Harrison 7185



### JUST TAKE THIS CARBORUNDUM MACHINE KNIFE STONE

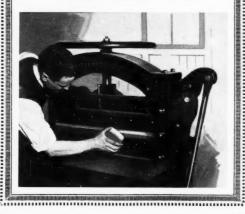
and run it three or four times across the edge of the paper-cutter knife. If the knife is very dull use the coarse side of the stone first, then finish the edge with the fine side—the knife will cut clean and true without feathering. The time and trouble in sending the blade to the grinder will be saved. No need even of taking the blade from the machine—the stone is grooved to protect the fingers—it just fits the hand.

There is nothing harder, sharper or faster cutting than Carborundum.

From your hardware dealer round or square stone, \$1.50.

### THE CARBORUNDUM COMPANY

NIAGARA FALLS, N. Y.





### Learn to Earn More in ADVERTISING

Printers who learn how to write good advertisements can earn more than most professional men. Advertisement-writers are sure of work—the demand for trained advertising men always exceeds the supply. They have pleasant hours and interesting, enjoyable occupations. Their salaries *increase* as their ability grows with experience.

### WHAT 44 COPYWRITERS EARN IN ADVERTISING

Advertising and Selling (May, 1914) stated the results of an investigation of the average salaries paid to advertising copywriters. It found that 44 men, chosen at random, earned these annual salaries:

4		\$1,800	2		\$3,600
3		\$2,300	6		\$4,000
15		\$2,600	2		\$5,000
5		\$3,100	1		\$6,000
2		\$3,400	2		\$8,000
1		\$3,500	1		\$10,000

These men earn good salaries because they are trained—because they know how to do their work well.

### Let the I. C. S. Train You for Advertising Work

You, as a printer, are particularly well fitted for advertising work. All you need is *special* training. The International Correspondence Schools can supply you with this training now—in your spare time. They will give you thorough instruction in writing copy, preparing layouts, choosing media, etc.—everything from the *fundamentals* of advertising to the management of a national campaign.

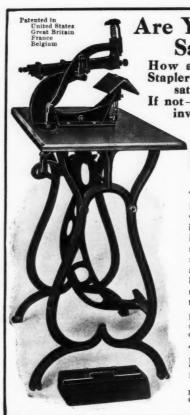
### Mail the Coupon for Full Particulars

Fill out and mail the coupon now and learn what the I. C. S. advertising course is, and how it can qualify you for a better-salaried position.

International	Correspondence	e Schools
Roy 12	207. Scranton.	Pa.

Please send, without obligation to me, full description of your new and complete Advertising Course.

Name		
Street and No. }		
City	State	



X minimum

Are You Satisfied?

How about YOUR Stapler—does it give satisfaction? If not—suppose you investigate our

ACME BINDER No. 6

The Aeme is known for its high-class work and is a favorite with employees in the bindery. Its smooth, perfectly running operation appeals to the careful buyer who is on the market for satisfactory stapling machines.

For sale by printers' supply houses throughout the United States.

The Acme Staple Machine Co., Ltd.

1643-47 Haddon Avenue, Camden, N. J. Progress Typewriter Supply Co.,Ltd., London, England, European Agent

### The Monitor System

THE ORIGINAL

### "Just Press a Button"



system, embodying the most advantageous features of automatic control for motor-driven presses, binders, etc. There is a type of Monitor Controller for every need—either alternating or direct current.

CHICAGO

 $\sim$ 

The Monitor System has been adopted by such representative institutions as:

Curtis Publishing Co., Philadelphia.
Crowell Publishing Co., Springfield, Ohio.
R. R. Donnelley & Sons Co., Chicago.
Rural New Yorker, New York.
National Tribune, Washington, D. C.
Sefton Manufacturing Co., Anderson, Ind., and Chicago.
Prank Meany Printing Co., New York.
Times-Democrat, New Orleans.
Wilmer Atkinson Company, Philadelphia.
U. S. Lithographing Co., Elizabethport, N. J.
U. S. Printing and Lithographing Co., Brooklyn, N. Y.
People's Home Journal, New York.
R. G. Dun Mercantile Agency, New York.
U. S. Bureau of Engraving and Printing.
Dennison Manufacturing Company.
New York American, New York.

### **MonitorControllerCompany**

III South Gay Street, Baltimore

NEW YORK PHILADELPHIA BOSTON

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process Nickelsteel Globetypes" are the supreme achievement in duplicating printing plates.

DESTRUCTION OF THE PROPERTY OF THE PROPERTY

Telephone, Harrison 5260-5261-5262 All Departments

### DIE STAMPING IS PROFITABLE

Every printer should do his own die stamping and pocket all the earnings from this profitable work. There is a great deal of this work getting away from you each year because you are not equipped to handle it. Stationery, programs, menus, cards, letterheads, etc., can be made more attractive by die stamping and your profits will be increased.

The equipment includes 1001 dies which enable you to furnish any one or two letter monogram in script or block style letters and delivery can be made the same day by using our QUICK DRY INKS.

The PROGRESS DIE STAMPING PRESS is thoroughly practical, easy to use and effective in operation. Anyone can use it with slight experience and produce the highest grade of die stamping. When stamping with the 1001 dies the patent universal counter eliminates the need of make-ready. The press is absolutely complete and guaranteed in every respect.

Fully descriptive booklet, samples of work and convincing testimonials will be mailed upon request.

PROGRESS MFG. CO. 79 Sudbury St., Boston, Mass.

### JAMES WHITE PAPER CO.

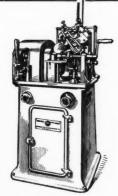


Trade-mark Registered U. S. Patent Office

We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO





THE UNIVERSAL casts type, borders, quads and spaces 5½ to 4% point. Leads and slugs any thickness up to 12 points. A user of the UNIVERSAL TYPE CASTER has 1000 fonts of our own matrices from which to make selections, and can also cast type from Linotype matrices. Fonts may either be rented for \$1.00 per day, or a font purchased for \$3.00 ean be retained as long as the customer desires and then exchanged at a cost of only \$2.00.

### Announcement

THE UNIVERSAL TYPE-MAKING MACHINE Co. announces the appointment of

### MR. RICHARD BERESFORD

Formerly Western Manager of the Lanston Monotype Machine Co

to the position of Assistant General Manager, having direct charge of its Western territory, with offices at

1730-1731 TRANSPORTATION BLDG., CHICAGO

ICK BERESFORD is a practical printer—serving his time at the case in his father's office at Washington, as a proofreader for Ketterlinus, Philadelphia, and as Superintendent of Printing for the Westinghouse Co., Pittsburgh. His long successful experience, his knowledge of printing machinery and a thorough acquaintance with composing-room efficiency, specifically fits Mr. Beresford to render a practical aprofitable service to all printers and publishers desiring to improve their composing-rooms.



## Advance Lever Paper Cutters

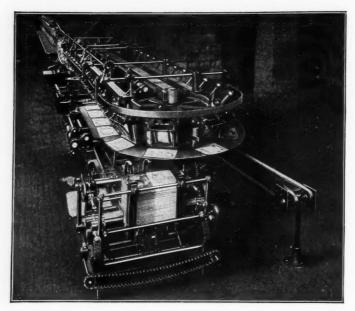
Three Reasons Why the ADVANCE Lever Cutter Cuts EASY and TRUE:—

FIRST—The lever is so curved as to leave it waisthigh at the end of the stroke, and the greatest available power can be brought to bear at the most effective point.

SECOND—The powerful compound leverage, driving the knive in a sliding shear cut, easily forces the blade clear to the stick.

THIRD—The massive brace supporting the bed directly under the point of greatest pressure holds the bed absolutely rigid under the cutting strain. There are a host of other good ADVANCE features that are of vital value to the printer in his daily work, fully described in catalog—free on request.

The Challenge Machinery Co.
Main Office and Factory: Grand Haven, Mich.
Chicago Salesroom: 124 S. Fifth Ave. New York Office: Tribune Bldg.



Sold and Guaranteed by Typefounders and Dealers in All Principal Cities

## The Juengst Gatherer Gatherer-Stitcher Gatherer-Stitcher Coverer Gatherer-StitcherBinder

### Product-

A gathered book, A gathered, stitched or A gathered, stitched and covered book

or\_

A gathered, wireless (or perfect), bound book.

All from the same machine. Producing at least 3,000 per hour. Descriptive booklets on request.

GEO. JUENGST & SONS, Croton Falls, New York

### "THE FALCON" HIGH-SPEED JOB PRESS



Semi - Automatic

### AUTOMATIC OR SEMI-AUTOMATIC

Produces work of the highest grade, gives more than double the output of the ordinary job press—and costs no more to operate.

Gripper feed and delivery. Foot and hand impression trip. Ample distribution, also double roll attachment if desired.

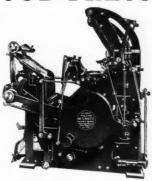
Send for complete information

### James Newton

SOLE SELLING AGENT

TRIBUNE BLDG.

**NEW YORK CITY** 



Automatic Envelope Press



KAST & EHINGER

PRINTING AND LITHOGRAPHIC

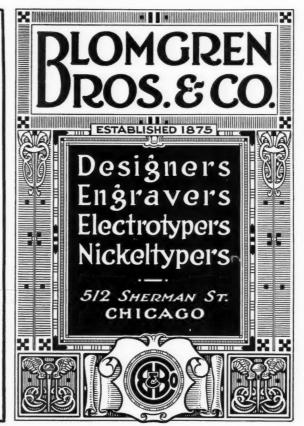
### **INKS**

DRY COLORS, VARNISHES

WORLD'S STANDARD 3 AND 4 COLOR PROCESS INKS

SPECIAL OFFSET INKS

NEW YORK: 154-6-8 West Eighteenth Street CHICAGO: 536-8 South Clark Street



### AreWhite Knives 10 to 50 Per Cent Better?



PAPER TRIMMING KNIVES

We'll tell you one of our customers in your vicinity to ask if you don't believe it.

THE L. & I. J. WHITE COMPANY, 33 Columbia St., Buffalo, N.Y.

## AFTER the fire will you be prepared to combat the clause in your policy that protects the Insurance Co. by providing for settlement upon a detailed statement of losses?

Will you have this statement prepared before the fire in good shape ready to be accepted for satisfactory adjustment, or will you have to depend upon memory, which means that every item is justly subject to scrutiny and dispute? All questions and guesswork are eliminated if you have a correct inventory, and no inventory is practical, systematic, or complete unless it is made up on

### PRINTERS' INSUR-ANCE PROTECTIVE INVENTORY SYSTEM

This is not a new system; it has been in use in large and small plants for 17 years, and its simplicity and efficiency have been demonstrated many times by actual test and years of service.

It has written many thousands of dollars in sound values, and is accepted by Insurance Cos. as absolute proof and a basis for settlement. It saves the expense of appraisers and time lost in disputes which always arise if the assured is not prepared to show what his plant value was before a fire.

This system will also tell you instantly—the worth of your plant—the source of all purchases—what insurance to carry—what your investment is. It will renovate your plant and disclose enough old worn-out materials, ready to be sold, to more than pay for itself. It is classified, perpetual, and informs you of your plant value every hour of the day, every day of the year.

Every printer who has bought it swears by it.

Investigate to-day. Start by sending for complete information and testimonial letters from prominent users.

THE PROUDFIT LOOSE LEAF CO. GRAND RAPIDS, MICHIGAN

### Justification Troubles Are Few When You Use the Star Stick



When a "Star" is set to a certain measure you can be sure that all the matter set, regardless of tight spacing, will be uniform—the "Star" is accurate. The "Star" feels light and easy in the hand, its adjustment is quick and its capacity is more than others.

Don't blunder along with inaccurate measures, causing inefficiency and loss of time on imposing tables and presses, but save time and money by the exclusive use of the "Star."

ON SALE BY SUPPLY HOUSES GENERALLY

STAR TOOL MANUFACTURING CO. SPRINGFIELD, OHIO, U. S. A.



### DEFIANCE BOND

"We are convinced that any printer who pushes Defiance Bond ahead of the cheaper grades, not only insures future orders, but makes a greater profit."

F. P. BURNAP STA. & PRINTING CO.,

Kansas City, Mo.

### A Surety Bond for Re-orders

USE Defiance Bond for invitations, announcements, deeds, bank notes, bonds, checks, certificates, insurance policies, diplomas, circulars, and all high-grade advertising purposes, and your customers, not the job, will come back.

### Works Well on Offset

Defiance Bond has proved superior for lithographic work; works well on the offset press; and measures above standard for strength, color, finish and snap.

Prices and samples sent Printers.

Byron Weston Company
Dalton, Massachusetts

"THE PAPER VALLEY OF THE BERKSHIRES."



THIS MAN writes house organs, booklets, folders. letters for advertisers who demand big returns. That's what you want. Write him now. Enclose some of your present advertising for free criticism. Address JAQUES, 329 W. 11th St., Jacksonville, Fla.

### One Minute Only

to Put in Operation



Miller Saw

A Standardizing Machine for Printers A Power Saw

A Power Saw-Trimmer

A Power Grinding Machine

A Power Mitering Machine A Power Beveling Machine

A Power Rabbeting Machine

A Power Routing Machine

A Power Drilling Machine

A Power Broaching Machine

A Power Jig-Sawing Machine

A Power Mortising Machine A Power Type-High Planing Machine

Each machine equipped with quick-acting Pica and Micrometer Point Gauges.

Each machine equipped with quickacting locking vises.

Each machine complete in itself, and designed exclusively for the printer's use.

You are losing dollars every day you run a print-shop without it. Ask for a thirty-day Free Trial.

Miller Saw-Trimmer Company Point Building, Pittsburgh, Pa.

### Printers and Their **Customers**

**▲**MERICAN science is A endeavoring at the present time to supply "American made" ingredients for colors, heretofore imported. Under the circumstances good progress is being made. Substitutions and new formulas are being tried out. There may be some disappointments, but patience and American science are winning.

We, as inkmakers, are keeping right up with the achievements of American science in this development, and in spite of past disappointments the printer and his customers may feel sure that they are getting from us the best upto-the-minute results in inkmaking that American genius can achieve in the

## genius can achieve in the hurry-up crisis. Sinclair & Valenti Company Main Office and Factory: 603-611 West 129th Street, New York BRANCHES: BOSTON, MASS. PHILADELPHIA, PA. TORONTO CLEVELAND, O. WINNIPEG CHICAGO, ILL. BALTIMORE, MD. Sinclair & Valentine

603-611 West 129th Street, New York City



### It's In the Make

Ample machine facilities is a good talking point for business, but the character of product depends upon the knowing how to "do things."

### Perfect Made Plates Save Money in the Pressroom

We use extra heavy shell plates, which means long and perfect service. Too little attention is paid to the *shell* feature of the average electrotype.

When once you try our extra heavy shell, you will use no other.

OUR LEAD MOULDING PROCESS is a dependable method of obtaining perfect reproduction and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

### Our Entire Plant Is Fully Equipped

with new and modern machinery, and in the hands of expert workmen.

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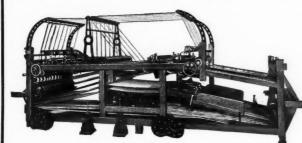
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The Leading Trade Journal of the World in the Printing and Allied Industries
A. H. McQUILKIN, Editor

Vol. 56

### OCTOBER, 1915

No. 1

Issued promptly on the first of each month THE INLAND PRINTER aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries.

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PUBLISHED MONTHLY BY

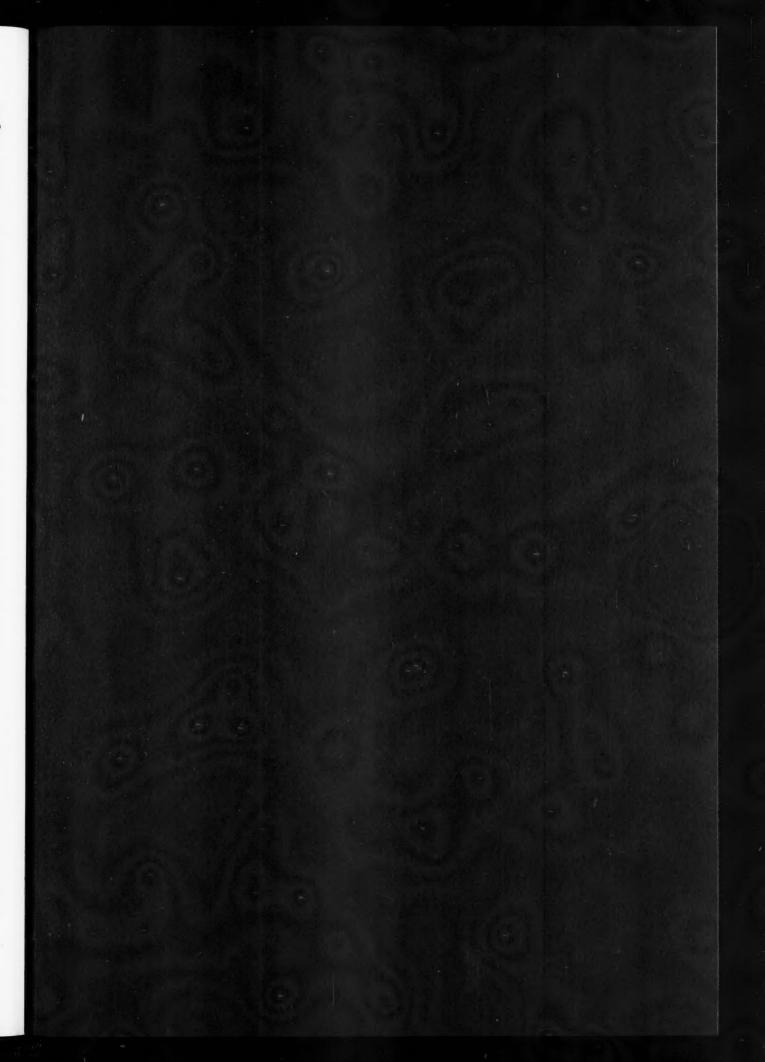
### THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U.S.A.

Address all communications to The Inland Printer Company

NEW YORK OFFICE: TRIBUNE BUILDING, CITY HALL SQUARE

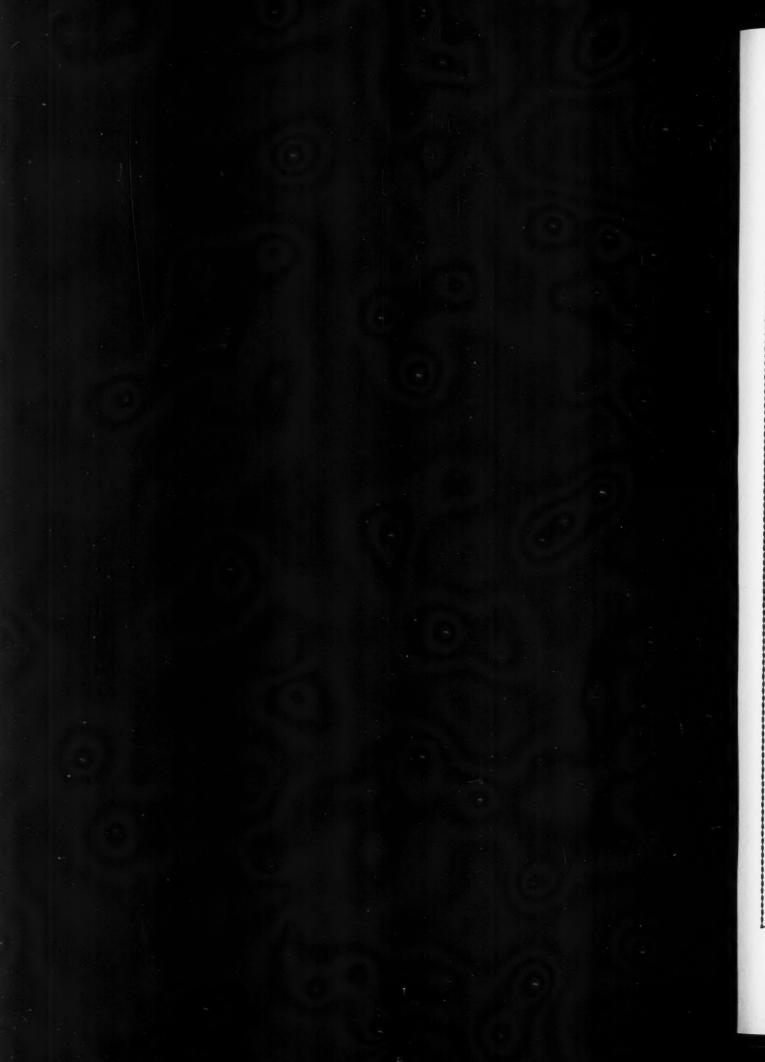
TERMS: United States and Canada, \$3.00 a year in advance. Single copies, 30 cents. Foreign, \$3.85 a year.



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#### The Axe-Grinders

By ROSS ELLIS

AM GRADEN, salesman for the Pennock Printing Company, had built up a good business for himself and his employers by the use of direct methods. That is to say, he followed up all inquiries that came into the office and, in addition to this, made regular calls upon such concerns as might be expected to have printing orders to place. He was rather a serious, earnest young man, very anxious to succeed. For a long time he had felt that his progress, though steady, was not sufficiently rapid. His sales might satisfy the Pennock Printing Company, but they did not satisfy Sam Graden. He was constantly on the alert for ideas that would enable him to increase the totals in his order-book.

Therefore, he was much interested in an article on "Salesmanship" which he found in a trade magazine one hot August morning. The most alluring paragraph read thus:

"Many sales are made because your customer finds you a congenial and interesting companion. Why not take time off some of these hot summer days and get acquainted

with the man who really pays your salary? He will enjoy a ball game or an auto ride and during these 'joy rides' or 'play spells' you can give him the information he ought to have about your line in a way he could never get it at his desk."

Sam read the paragraph several times. It interested him. The fact that the communication was signed "A Salesman" deepened the impression that the article itself had made. "I'll bet he's a real salesman, too," he mused. "His letter reads as if he knew the selling game from A to Z."

He wondered if he had erred in his own work by putting too much emphasis on the product of the Pennock Printing Company and not enough on his own personality. He was much interested in an article on "Salesmanship."





"Did you expect me to go to the ball game in a street car?"

In his dealings with the Wimble Biscuit Company, for instance. That one concern had enough printing in the course of a year to keep a small shop fairly busy, yet Sam had secured only a few unimportant orders. Perhaps if he were on more personal terms with Peter Wimble he could get it all!

"What's the excitement?" demanded Grant Pennock as young Graden burst into his sanctum.

"I'll not be here this afternoon," asserted Sam, "I'm going to ask Peter Wimble, of the Biscuit Company, to go to the ball game with me."

"Yes?"

"Between innings we'll have a chance to talk, get really acquainted, and I'll lay myself out to make him like me. It's the up-to-date way to do business."

Pennock grinned

"You expect to exchange a dollar seat at the ball park for a big printing order, I suppose. It sounds plausible. Go ahead."

Sam winced at the jeering tone.

"I merely want to take Mr. Wimble for a little outing, so we can get acquainted. I won't even talk business to him unless he brings the subject up."

"Wimble is no fool. He'll know you have an axe to grind. Ask him if you like, but he'll not go with you."

"Other people are getting results by that method," asserted the salesman stubbornly. "I'm going to ask him."

"Suit yourself. If Peter Wimble doesn't have you thrown out of his office, I'll be surprised. If he goes with you, I'll be astounded. If any order is placed as a result of the trip—I'll buy you a hat. Real business simply isn't done that way."

"I intend to find out," said Sam. "I think I'll go right up to the Biscuit Company and ask Mr. Wimble to save the afternoon for me." And he did.

Peter Wimble was a round little man, somewhat past middle-age, whose eyes were shrewd and bright, and whose naturally fair skin was burned brick-red from much

<del>^</del>

exposure to sun and wind. He listened to Graden's invitation with no apparent surprise. Then he put his hands on the office table and thrust his face forward.

"What's the main idea?" he demanded. "Why do you want me to go with you?"

"Well, I thought we might get better acquainted," said Sam lamely. "You see-

"I see," said the round little man. "Very flattering to me, I'm sure." He was silent for a long moment, frowning deeply the while. Then he nodded, as if he had come to a decision.

"You want to get better acquainted, eh? All right. Suppose we begin now. How old are you?"

"Twenty-four," said Sam.

"I'm sixty-two. Do you make a pretty fair salary—as much as thirty dollars a week?"

"About that," admitted Sam, "but why do you ask?"

<del></del>

"We're getting acquainted, aren't we? Do you save your money?"

"I have eleven hundred dollars in the bank," said Sam, not ill-pleased at the opportunity to state a fact of which he was quite proud.

"Bad place for it. I keep my money moving. Have you an automobile?"

"Not yet," laughed Sam, wondering what the next question would be.

"Did you expect me to go to the ball game in a street car, or were you planning to walk?"

"I could rent a machine." Now that Graden had committed himself, he was bound to play the game through to the end.

"I'll go with you," agreed the biscuit manufacturer. "Never mind renting a car, though. I'll have one of my own machines here at the office at two o'clock sharp. Don't keep me waiting."

Sam went back to the Pennock Printing Company, feeling decidedly pleased with himself and his methods. The catechism to which he had been subjected, though in itself somewhat disconcerting, was evidence of the interest he had already caused the



"The finest popular-priced car made."



"Great fishhooks!

There were two of you!"

biscuit manufacturer to feel in him — and interest which he would endeavor to increase before the day was over.

At two o'clock that afternoon he found Peter Wimble waiting for him at the curb, fondling the lustrous hood of a powerful-looking little roadster, as a horseman might fondle his steed.

"The finest popular-priced car made," he boasted. "Not two weeks out of the shops. Hop in and feel the luxury of those cushions. Notice how smoothly she starts. No backbreaking cranking for me.

Touch a button and off we go. When do we have to be at the ball park?"

"The game is supposed to begin at three-thirty," said Sam.

"Then we have oceans of time. I'll take you for a little spin. When we get past the city limits I'll show you some speed. This boat can travel!"

Half an hour later, Mr. Wimble had proved his statement.

"Like it?" he queried, after a breathless period during which Sam had braced his feet and clung desperately to his hat. The biscuit manufacturer cut down the speed and looked at his companion with an expression that invited approval.

"This is the smoothest running car I ever was in," gasped Sam.

"She's a dandy," agreed Mr. Wimble. "Say, what do we want of a ball game? This is better, eh?"

It was apparent that the biscuit manufacturer was a motor enthusiast. There was every reason to humor him. Moreover, Sam was enjoying the ride.

"Suits me," he said. "Good roads, a good car, and a good companion. You can't beat that combination."

"Right," said Peter Wimble. "And there's no one I'd rather have beside me this afternoon than you, Mr. Graden. Want to take her for a bit?"

"Why, I don't know," hesitated Sam. "I'm not much of a driver. Would you be willing to trust yourself and the car to me?"

"Trust you with anything," said Mr. Wimble heartily.

The salesman thrilled with satisfaction. He felt that his course was justifying itself. Already there was something almost affectionate in Mr. Wimble's manner.

They exchanged seats, and for the first time in his life Sam experienced the sense of mastery over time and space that is felt by the driver of a high-powered modern car. The nervousness that at first afflicted him began to wear away. As his confidence increased, so did the speed. Fields of yellowing corn, stretches of woodland, flashed by unnoted on either hand. His hat on the floor of the car, his hair flying in the wind, Sam had eyes only for the white ribbon ahead. Soon they were flying along at a fifty-mile clip.

"Beats ball games, eh?" yelled Mr. Wimble in his ear.

"You bet!" shouted Sam ecstatically.

<del></del> <del></del>

The next morning Grant Pennock looked up inquiringly as young Graden came into the office.

"Since you didn't come back to the office yesterday afternoon, I judge Wimble actually went with you."

"Yes, and you owe me a hat, too."

"Show me your order."

"I haven't any. But you said you'd buy me a hat if any sale was made as a result of yesterday's trip."

"Well?"

"Look out of the window and you'll see a very classy little Speedomobile roadster. That was a sale that resulted from the excursion. Wimble quizzed me until he found that my income would support an inexpensive car and that I had money enough saved to pay for one. Then he took me out and sold it to me. His son-in-law has the Speedomobile agency. Peter puts up the money and takes half the profits. Talk about people having axes to grind!"

"Great fishhooks!" ejaculated Pennock. "There were two of you!"

#### Speedy Construction of Job-Composition

By FREDERICK F. TURNER

EXT to the ability to do the job right from a technical standpoint, the greatest desideratum in the job-compositor is speed in construction. In some offices the latter quality takes precedence over the former, but in all offices under existing conditions it is a necessity for profit.

With the indulgence of the reader I will discuss for a few moments some of the qualifications required: First—The attainment of speed is an ultimate of the organization of one's forces and mental

alertness. There must be nothing about the job-compositor that smacks of the lazy, cumbersome or clumsy. Dexterity of fingers and nimbleness afoot are necessary to quick mechanical execution; and his mind must be ever alert. No "wool-gathering" during business hours. It is strictly business in job composing-rooms these days. Remember the old days of newspaper hand-composition—one letter in the stick and the mind on the next. Job-composition is just as much a succession of moves, and the dexterity with which these are accomplished is what makes for speed. The best job-compositor goes about his work as quietly as possible, making every move count. No false motions and no feverish haste that accomplish little in the long run. Slam-bang methods to attract the attention of the foreman to one's agility are strictly tabooed by that personage if he knows his business, because he knows full well that the pace is not kept up all day by the average man, and even if it were, the annoyance to his fellows would more than compensate for it. Therefore, be not spasmodic, but labor steadily and with dexterity.

Now, since the demands upon the vitality of the job-compositor are daily becoming more onerous it follows that in order to satisfy these demands he must keep all his faculties in perfect working condition. Stimulants must be used in moderation, if at

all, and one should endeavor to keep the mind and the body clean. To get the body accustomed to a cold shower upon arising will work wonders in assisting to maintain the vitality necessary to alertness and to being on one's feet eight hours each day. Any bad habit that is found to impair the nervous system should be controlled at once if one is to successfully compete with his fellows under existing economic conditions where efficiency of a high order is demanded of the artizan in the jobroom.

Not long ago there appeared in a printing-trade journal a letter from a job-compositor stating that he was on "the human scrap heap" at forty years of age. In the prime of life he declared that he was unable to compete in the matter of speed with the "speed artists," as he termed them. He contended, however, that he could set as good a job as any of them. Coming from a man who admitted that his faculties were unimpaired, and being free from constitutional disease, it is rather a sorry admission and suggests a mode of living that has impaired vitality or broken down the nervous system, or he has permitted himself to work under conditions that have had the same effect.

The good workman rolls up his sleeves in the morning with a vim and thoroughness that mean business. (Some foremen contend that this is one of the best tests of the good workman.) Upon receiving his job he collects on his galley the material, such as leads, reglets, quotation furniture, etc., that a glance tells him he will require. After setting his stick and getting down to work, his alert mind suffers him to cut corners wherever he can to save time. These opportunities come very frequently to the man who loves his labor and strives to work quickly. There must be few "try-lines" and no floundering for ideas. That is why he is given a lay-out to follow. And there must be no antagonism to cost systems and efficiency propaganda. Nothing but harm to the individual can come of this, for the cost system is a part of modern industrial progress and has come to stay. Why "kick against pricks"? It were better to face the issue squarely and assist efficiency to be efficient.

Second — The material with which to do the work is, of course, up to the employer to supply, either through the medium of systematic distribution or the typefoundry. The more plentiful it is the greater the peace of mind of the compositor, and the greater the peace of mind the more he accomplishes, and that the more quickly. In my experience as a job-compositor I have discovered a tantalizing lack of (1) quotation furniture and (2) four-and-five-em spaces from twelve to seventy-two point, and copper and brass hair-spaces, all of which are so essential to quick and perfect justification. Since the job-compositor has trained his intellect through study courses and fitted his body for best endeavor so that he is indeed skilful and well equipped for the work, he should not be stopped in these endeavors by lack of facilities, the provision of which costs so little money compared with the resultant great saving in time. Remember, the more luxuriant the pasturage the more contented the cow, and the more contented the cow the greater the quantity and the better the quality of the milk she gives.

Third—Office arrangement is another important element that may make for or retard speed. It is so vital, in fact, that in many instances experts have been called in to solve the problem to suit the exigencies of the case. The main factors seem to be to have the most-used material the most handy and where light is best, and to be possessed, as far as capital will permit, of the newer composing-room equipment that is designed to save steps, save time, save labor; and the synonym for save is — efficiency.

Finally, every job-compositor should lend himself heart and soul to the business organization of which he forms a part. Man should co-operate with man, employer with employee, and department with department, ever and always to the best interests

of each, and, ultimately, of the firm. When this condition exists there can be no failure of quick and good execution, especially if there is a whole-souled disposition on the part of the employer to provide good working conditions, so that he may keep good men, and also a foreman who can tactfully create an atmosphere of good cheer and tranquillity of mind among his men in their hours of labor, and still maintain discipline, for discipline is the first step in efficiency, and discipline comes from a wise selection of men whose welfare is made as important as the enterprise itself.

#### Charging for Handling and Storing Cuts

By R. KYNETT PENFIELD

OW look here, Jones, I positively must have those cuts to-morrow—either that or your check to pay for them. I'm sorry you can't find them, but they were lent you to print in that one catalogue, and they weren't yours to lose. I paid good money for them and I don't propose to be out because of somebody else's carelessness. Good bye!" The indignant customer turned on his heel and strode out the door, slamming it after him as though he meant what he said.

Whereat Tommy Jones, proprietor of the Caslon Shop, made a bee-line for the little room where he kept sundry engravings and plate matter belonging to customers. A half-hour's careful search and dire threats against the life of the cutroom boy failed to bring to light the missing engravings. The compositor swore he had put them on the one particular shelf where he always put cuts when the form was declared "dead"; the cutroom boy swore just as emphatically that he had never seen them.

So there you were. The cuts did not turn up—poor Tommy had to draw a round sum from his slender bank-account and send it to the indignant customer, with a note of apology that hurt almost as much as the check.

Obviously, says some one, Mr. Printer should have a good system for looking after cuts furnished by his customers.

Of course, but whoever heard of a system that was infallible? Cuts have an uncanny way of hiding in the most ridiculous places, and sometimes the hiding turns out to be permanent. Which starts another train of thought.

When a man comes to your shop bearing an armful of cuts which you are to include in a piece of printed matter, it is understood that the cuts belong to him. There is no argument about that.

And Mr. Printer is held responsible for their safe return. No argument about "that," either.

Note the adjective "safe" as qualifying the noun "return."

But—what if one of the help casually rubs a button (found, or rather not found, on one of the clean-up rags) over the finely etched surface of an expensive half-tone? Or thoughtfully drops a composing-stick right in the middle of a big steel-type? Who pays the bill?

Perhaps there's a fire or some other "controlling emergency," as our lawyer friends put it. Or—but why mention the remote possibility of one's employees failing to find a certain, very-much-desired cut?

Mr. Customer is most assuredly well within his rights when he demands compensation for what he has lent you for a definite purpose.

Now let us get at it from another angle.

Suppose Mr. Customer keeps his cuts in his own cabinet instead of yours between jobs; and, like a cautious business man, desires to protect himself against loss by fire, burglary, or other unforeseen and uncontrollable circumstances. He just naturally scrapes acquaintance with an insurance company and takes out a policy to cover these very items. Insurance companies, we understand, have a habit of regularly collecting premiums for such policies; said premiums consisting of real, cold cash.

Or suppose our friend does not have room for his cuts in his own cut-cabinet, or hasn't any cut-cabinet, or gets tired of seeing them around the place. Then, perchance, he will hie himself to the Colossal Storage Warehouses and intern his precious cuts in a positively safe and sane steel-walled room, where they are guaranteed protection against fire, water, burglars or lightning-rod vendors. Once again coin of the realm is the medium of exchange for such service.

Now then, Mr. Printer — you are acting as a miniature edition of the Colossal Storage Warehouses when you accept from your customers cuts to be used and then put away somewhere in your already crowded shop to be kept until the next job—or until Mr. Customer finds another printer.

You, personally, as owner or manager of the shop, are held responsible for returning them to the customer in the same condition as when you first received them. You are insuring them against fire, or misplacing, or damage. All of which means money right out of your pocket—you are paying rent for your cutroom, wages to your cutroom boy, and insurance on the whole place; besides standing sponsor for the deeds of your employees.

Are you collecting your storage fees and your insurance premiums?

### The Use and Misuse of Special Characters and Letters

By D. H. HOWARD

HERE are a number of modern type-faces in daily use throughout the country in which the designers of the type have created special letters and characters which, if used as it was intended they should be used by the compositor, add greatly to the effectiveness of the series and give to the printed matter, on which these faces are utilized, much the effect of a hand-lettered job. There are a number of shops in various parts of the country employing compositors and proofreaders whose interpretation of the ideas of the designers of the various type-faces and the manner in which these various characters are intended to be used is a correct one, and this fact is brought out by a careful examination of the different pieces of work turned out by the establishments in which these compositors are employed.

On the other hand, an examination of jobwork taken at random and of the display advertisements in various magazines and trade papers on sale at the news-stands

throughout the country reveals too readily the fact that there are many compositors who either do not understand the use of these characters or who are careless as to their use, and, further than this, the proofreader is also at fault for not detecting and correcting these errors which offend the eye of the master printer, the trained advertising man, or the reader who has a taste for typography.

Some of the examples illustrated in connection with this article will serve to make clear the point which I have endeavored to bring out.

The chief offender, and one which appears in almost every periodical that you pick up nowadays, is the Reinførce that worm

Because you need uninterrupted, dependable, delivery service at all times, you should know the Electric Vehicle. Their superiority has been proven. Our vehicle expert is at your service for information on any phase of the electric vehicle situation.

Fig. 1.—Illustrating the Improper Use of Special "r's."

lower-case special "r" in the Cheltenham series, both the bold and the light face. There is the regular letter "r" in this series which is intended to be used anywhere that an "r" would ordinarily be used, and, in addition, there is the special character "r" with a flourish on the end, which is intended to be used only as the last letter of a word ending in "r," as "Stationer," or on the end of a line or sentence—"This is the scenic route of grandeur."

Too often, however, you will find these "r's" transposed, the plain "r" being used where the special "r" should have been used, thereby affecting the appearance of the entire job. Take for example Fig. 1, in which I have noted the misplaced "r's." Any one who understands printing will readily agree with me that the effect of this form is seriously impaired by the transpositions noted. The effect is not quite so noticeable in the light-face as where bold-face is employed. Fig. 2 has been selected as an example

Fig. 2 has been selected as an example of the correct use of these special characters or letters, and the effect produced is well worth the time of both compositor and proofreader.

I have before me what at first glance appears to be a beautiful and typographically perfect booklet gotten out for a prominent hotel in one of the leading cities of the country. Tint-blocks and beautiful half-tones were employed and the artwork is of a high order of excellence. The text-matter, however, and the composition on the few display advertisements occupying the last few pages of the book, have been terribly butchered, and there is scarcely a page upon which the "r's" without number have not been transposed. The efforts of the compositor

Time-Table Figures
Signs of All Kinds
Superior and Inferior Letters
and Figures

Fractions and Piece Fractions
Calendars

Chessmen and Checkers

Fig. 2.—The Correct Use of the Special "r's"— Cheltenham Old Style. <u></u>

and the proofreader seemed to have been combined to make sure that all of the special character letters should be misplaced. What otherwise would have been a beautiful book has been made a subject of ridicule by any one who knows anything about the art of printing. And this is only one instance of which there are thousands. As an illustration of how little attention some compositors and proofreaders pay to these small details, and even the ignorance of some upon the subject, the writer has had numerous proofs to pass upon in the daily routine and is always particularly careful to weed out the wrong-font "r's." In doing this repeatedly on the proofs of one pub-

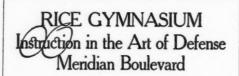


Fig. 3.- Illustrating the Use of Special Characters.

lisher, he came back with the remark, "We don't know what you mean by marking 'wrong font' on all our proofs — these letters all belong to this face."

In some faces there is a special character "ct," composed of a lower case "c" and "t" joined by extending the crossbar on the "t"; also the character "st." There are certain instances where the use of these characters is justified by the appearance produced, but if too many of them are used or they appear too often in the text, as is many times the case, the resulting effect is far from pleasing to the eye. This will be noted in Fig. 3.

For example, some of the faces with which these special characters are furnished include Cheltenham Old Style, Cheltenham Italic, Cheltenham Wide, Cheltenham Bold, Cheltenham Bold Outline, the lower-case "y" in the Bookman Old Style series, and certain of the capitals in the same series.

The effect produced by the improper use of the special characters above referred to is similar to that produced by a scattering of wrong-font letters throughout the job,

# Truck Springs That Carry the Load Over Any Road

Fig. 4.-Note Effect of Two Different "r's" Used Together.

and we must all admit that this is one of the greatest trials with which the average proof-reader and advertising manager or editor is confronted. In Fig. 4 note the effect produced by using two "r's" of different style side by side in the single word "carry." The original intent of the designer of this type-face certainly never contemplated such a use as this of these two different characters. The only instance in which their use together would be justified would be at the end of a word ending in "rr" in which case the special "r" should always be placed last. It is a question open to argument whether the effect produced in printed things by these special characters is worth the extra time and attention of compositor, proofreader and advertising expert in making sure that they appear where they rightfully belong.

#### Values of Printing-Offices

By CHARLES S. BROWN

NSURANCE companies conduct their business on strictly business principles. They will meet their obligations and pay fire losses when they are shown sound values and proof of loss. Adjusters must have the sound value before they can furnish proof of loss to their company. A correct inventory is the only safe and equitable way to prove values of any line of goods, whether household, or manufacturers' tools, or anything of insurable value. One of the leading insurance men of the United States says: "You can make an appraisal from an inventory, but you can not make an inventory from an appraisal."

The appraisal is the last resort to a fire-insurance settlement and the appraisers are chosen by the assured and the companies. If you have a correct inventory the appraisers can adjust your loss intelligently. With a good inventory you can settle with the adjuster and save the appraiser's expense.

Insurance is expensive, and the assured should be prepared to prove up on his loss by the best possible proof in case of fire so that a quick adjustment may be made, and the insured get his money.

Your local insurance agent has nothing to do with the settlement of your loss. He solicits your business; he is glad to accept your risk and write all the insurance you want, because he gets his commission. The fact is he will write policies for you for more than the value of your plant without asking you for your inventory before the fire; he gets his commission. After the fire it is different. The companies then send their shrewd adjuster to settle with you and you have got to show him. The first thing he asks is: "Have you an inventory of your plant?" Solicitors for insurance companies are paid for getting your business, while insurance adjusters are paid for getting depreciations, or buying your plant as cheaply as they can. If your inventory is properly made, you have an even chance with the adjuster. If you have no inventory, or an appraisal, which is at most an estimated value, you are not prepared to talk intelligently on your values to the adjuster, and if there is any guessing to be done, he is entitled to his guess.

While the statutes of the different States make the insurance laws, the Fire Underwriters' Association makes the rules, specifies the risks, and fixes the rate of premium to be paid on every policy. The different States have different laws, and in the different States the Fire Underwriters' Association makes different rules, eighty, ninety and one hundred per cent co-insurance, etc.

My experience of thirty years in selling printing materials has been that when I presented a contract for the printer or publisher to sign for machinery or material, he would carefully read it and would want to change some part of it before he signed it. I have never, during my time in selling, presented to a printer or publisher a contract that he was perfectly satisfied with, and yet he will sign a contract with insurance companies without reading it, when he knows that his very business life depends upon the settlement of a fire loss, based upon this contract.

During the past thirty years the advancement in the business methods of the manufacturers of all kinds of printing materials and the kindred trades has placed those manufacturers in the front rank of the manufacturers of all lines of goods made in the

world. They depend upon the printer and publisher for their sales and profits, and yet I find that less than one per cent of the printers and publishers of the United States know of their sound-value investment.

If the printer is not receiving proper credit and financial standing due him, it is his own fault. If you have not a complete and correct inventory, you can not know these things: The worth of your plant; How much insurance to carry; Where you bought your goods; How much you have invested; How to settle a fire loss.

Without a good inventory you can not know how much insurance to carry. You will either pay for too little and become, pro rata, liable for your own losses, or you will carry too much at useless expense. Without a correct inventory you will never get a satisfactory adjustment of a fire loss. Every policy protects the issuing company by providing for settlement upon a detailed statement of loss.

Webster defines inventory as follows: "A catalogue or list of goods, furniture, etc., account to draw up, an inventory or catalogue of goods or chattels."

Appraisal: "The act of appraising or putting a price on with a view to sale. To set a price on, estimate the worth of, as by a licensed appraiser. One who appraises, a person licensed to estimate the value of goods or estates."

Therefore an inventory is a correct schedule and list of goods with correct prices carried out, that gives you real values of those goods. An appraisal is an estimate or guess on the part of an appraiser, both as to amount and to price of the goods.

It is not possible for a stranger to come into your plant, knowing nothing about the material, and make a correct inventory without the help of your employees, who are continually working in and handling your equipment, and you are paying for expert services of the person who in turn is using the knowledge and information he gets from your employees.

You can not keep a correct cost system unless you have a detailed inventory of your manufacturing plant. Each piece of machinery, with its full equipment of extra attachments, must be inventoried at correct prices in order that you may know how much you have invested in that machine. You can then figure the amount of work that each machine is doing every day. This gives you information of the cost of investment as against the production of this machine.

The great cost of the manufacture of all kinds of printing is the money invested in the plant, maintenance of the plant, and the cost of labor. A full report each day on each machine will give you a line on the amount of work that the employee is turning out who is operating that machine.

Maintenance of any manufacturing plant is an offset to depreciation. The expense of up-keep on each and every article should be itemized and classified.

The inventory and the cost system must go hand in hand. Without the inventory, no cost system will work out honestly. The estimated value of a printing-plant compels the printer to keep an estimated cost system.

A fire-insurance policy complying with the insurance laws of the State in which it is written is the condensed wisdom of long experience of fire-insurance companies, who employ the best talent in the preparation of a policy that is technically designed to protect the interests of the company. These policies do not always protect the insured to the fullest extent.

I believe that the time is not far distant when Congress will pass a law compelling all persons who buy insurance to file with the companies an inventory of their property before a policy will be issued to them. The blanket policy is the safe and correct policy. It gives the assured an even chance for a just settlement. A divided schedule is to the advantage of the insurance company.

A fair settlement with a fire-insurance adjuster depends largely upon how you have kept and how you present your inventory to him, as the representative of the insurance companies. Do not forget that the adjuster must send a schedule of proof of loss to each company carrying your insurance. There is only one way to present a correct schedule of proof of loss, and that is to keep a perfect inventory.

In fire insurance, damage and loss, typesetting machines and equipment are looked upon by fire-insurance adjusters with suspicion. You should be ready to present to the insurance adjusters a true and complete inventory of these very valuable assets.

An inventory tells you how much insurance to carry, how to arrange your schedules, and how to price your materials. There is no guessing or estimating. Facts and prices must be entered. Appraisers are appointed by courts, insurance companies and the insured, after the failure or fire. They take oaths and sign affidavits to do the best they can with the records they have at hand. If you have an inventory ready, an appraisal is not necessary, and the expense of the appraiser is saved. The fact that both the assured and the company appoint appraisers after the fire is evidence that an inventory before a fire would eliminate the expense of an appraiser, because you can appraise from an inventory, but you can not inventory from an appraisement.

#### A New Field for the Printer

By THOMAS H. STARK

N my career as paper-man for many years I have had opportunity to observe many changes in the printing business, and it has been a pleasure to note the invariable drift toward better technique, greater originality, and higher artistic ideals.

But while the art of printing has greatly improved, so has the craft of papermaking. Not only in better grades of printing-papers, in colors and finishes adapted to the latest printing processes, but also in many other directions which are lost sight of in our desire for a better graphic art.

I believe the average printer is well up on the finer grades of printing-paper because they are well advertised; but it is my opinion he is overlooking a profitable field in the direction of other papers, many of which are unknown because they have been given no publicity.

The pure-food laws, sanitary wrapping and packing, and other hygienic ideas have made necessary a number of new papers, which are now on the market and which are often printed upon. These papers are all practical, serviceable, and, in many cases, possible of very artistic handling, and there seems to be a paper adapted to almost every purpose.

The amount and variety of this class of printing is surprising and is constantly growing. The field is just opening up. Take, for instance, the matter of printed bread-wrappers now adopted by many bakers, not only as a hygienic measure but also as a means of advertising their bread. They are not required by law, yet bread-wrappers

of one kind or another can be found at almost any paper-house, and if the baker does not use them he is likely to use them very soon, if not for sanitary reasons, at least to advertise his bread.

But man does not live by bread alone. Why not use the same idea for jelly-rolls, pies and cakes and cookies? I have never seen these goods packed in an attractively printed, sanitary wrapper, although they really ought to be. I will admit having seen sandwiches featured in this manner with elegantly printed wrappers and tied with baby ribbon, and I am sure the man who was doing it made a reputation on his sandwiches.

I recently discovered at a fashionable restaurant in Chicago, small or "individual" packages of breakfast food, sealed in waxed paper; "individual" packages of after-dinner mints, and "individual" cakes of soap in the toilet-rooms, and I was glad, for they were all nicely printed and labeled, but I mention them only as a suggestion for another field for printing that ought to present big opportunities. Why not have each towel, or each catsup bottle, or anything else, sealed and wrapped, showing that it is fresh and clean? You know a professional gambler when he sits down to a game always wants to break the wrapper on a new deck of cards.

Parchmyns, the new transparent papers, present another strong opportunity to the creative printer, but are now used largely only by the laundries. It is certainly a pleasure to recognize the pattern of your favorite shirt still in its individual wrapper, through the transparent paper. An enterprising printer in Indiana is now making a decided success of a shirt envelope made from this transparent paper. He is printing them in hundreds of thousands. But why shirts? There are many other kinds of goods which could be given a greater selling value by using a handsomely printed transparent wrapper.

There are now papers made that are waterproof and others that will quickly absorb moisture. There are others that are greaseproof and others that are alkali-proof. They can be used for all kinds of what formerly were impossible purposes: the packing of meats, lard, soaps, chemicals. They will keep out the germs and they will keep in the aroma. The goods will remain just as fresh and sweet as they were when first packed. It is really a wonderful achievement.

The other day I saw a beautifully printed job on greaseproof paper lying on the top of a can of lard just under the tin cover. If it had been printed on any other kind of paper it would have been soaked in grease and ruined. As it was, the printing was in excellent condition and advertised another product of the same packer, which it did nicely and at the exact psychological moment to obtain the best effect. Here is another field for original effort.

Waterproof papers have naturally brought about the creation of many forms of the individual drinking-cups, which have been materially assisted by the sanitary laws of many States. These come as flat cups like envelopes, round cups, soda-fountain glasses, and so on. They are largely used, when printed, for advertising purposes; but there are many other uses for waterproof papers which could be thought out. The latest, I notice, is a paper dish-rag gotten out by a man from Michigan. What a splendid suggestion for advertising kitchenware!

The use of absorbent papers at present is largely confined to paper towels and napkins, but here is another field for thought and research. I have no doubt some genius will come along who will create a further use for absorbent papers.

There has been some talk recently regarding the effect of actinic rays on various products, particularly those of the field and garden. A non-actinic paper is an easy

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matter and non-actinic envelopes are already on the market for photographic proofs. Why not a non-actinic fruit-wrapper when shipping?

There are also blotters made which are not affected by photographic chemicals. Just how materials of this kind can be used as a new field for printed work is a question, but I mention it as a possible chance.

The other day I heard a drummer talk about selling one hundred thousand turkey-head wrappers, which was certainly a new one on me; but an investigation showed that a shipper of dressed turkeys was using a little square piece of vegetable parchment paper over the unsightly and bloody neck of the dressed turkey. This greatly improved the appearance of his pack. Now if he had said on that piece of paper "Smith's Dressed Turkeys—the Best Dressed," he would have made a reputation for his packing and the printer would have had a run of one hundred thousand parchment wrappers. This is just another suggestion; but I am sure that if any printer will make a careful study of these papers, particularly of the purposes for which they are intended, an entirely new field for printing will be disclosed and one which ought to be made very profitable.

Did you ever see a broom bag? It isn't a bag at all, but simply a band which goes over the bottom of the broom to keep it clean while waiting at the grocery store. Of course these bands are nicely printed and any printer could make them if he wanted to. A well-printed broom bag ought to help much to make the reputation of the broom within — that is, if it is a good broom. Don't you think so?

There are chances for a good many similar ideas that ought to be profitable. The increase in demand and variety of all sorts of packing-papers in the shape of wrappers, bags and cartons has kept pace with the development of the finer grades of printing-papers, but it is a field largely unknown and greatly overlooked—a field showing considerable opportunity for profit, as well as originality and creative genius, and one well worth a careful and thoughtful investigation. To the printer with a creative mind it presents just as much a chance for originality and ideas as any other form of advertising or printing, and could be perhaps of much more practical benefit to the world at large.

#### RESOURCEFULNESS

"I'm up a stump," the old man said, "I'm down almost to my last red, and as for trade—say, what is that? Why, things are stale, they're dead—they're flat. I wish some one had kidnaped me before I bought this printery." "Cease, cease, thy wail," the stranger spieled, "no thought is in thy nut concealed, or such a long sonorous roar would not be used to carry o'er excuses for your bonehead ways and consequential idle days. You have a voice for loud complaint would try the patience of a saint. A voice you have, also, of type—go tune it up and make it pipe a gladsome lay of cheer and hope, and hustle round collecting dope on how to fix the public minds that the citizens will find how great a chance before them lies to patronize the merchant guys. Go on, go to, get out and tell how printing makes all business swell. It's up to you to make things start, disciple of the printing art."



under the circumstances."

Drawn by John T. Nolf, Printer

consider most reasonable



The Man Who Printers, engravers and artists all Does Not have trouble in doing work for the Know. man who knows not, and knows not that he knows not. He asks the printer to set his work in proud-looking type, or in red and blue type; he asks the engraver to make electrotypes of clipped engravings from newspapers or magazines; and he asks the artist to make a colored drawing to fill a four-by-six space representing his factory in operation, the raw material growing in the field, being harvested and in transit to the factory by teams and by railway. One such customer takes the joy out of existence and the profit out of toil. Have you met him? If you did, what did you do with him?

Lawsuits. Our English contemporaries feature a great many petty lawsuits between printers and between printers and their customers, which gives the impression that a litigious spirit pervades the business atmosphere. The spectacle of two printers going to court over a difference of two dollars and ten cents is, on the face of it, poor business. The American business man hates lawsuits as the devil hates holy water; and well he may, for the kind of law he gets is not the kind the Englishman gets, though the German beats them both in common sense in that matter. The English court is viewed as part of the machinery of business. The American court is viewed as a business in itself, and its procedures are designed to perpetuate itself. The Englishman loves a principle more than the thing itself. The American thinks more of the object in sight than the principle. Furthermore, the English practice is that he who breaks pays. The American practice is "string 'em along."

Good Feeling No one can dwell for a moment on the Will Be condition of the peoples of the world to-day without profound depression—at least no one having the quality of humaneness. The right or wrong of the great struggle has no place before individual suffering or individual necessity. There will be bitterness enough for

the years to sweeten, and it may be premature to try to assuage bitterness at this time. This publication aims to aid workers at the bench, case, desk or machine, and to help in all ways for the betterment of business, the enlargement of life, and of human advancement. To that end we printed in our August issue an appeal from a young English newspaper man, who with his little son has sought asylum in America to begin life anew. A slight physical disability deprived him of opportunity in the army. His appeal met with few responses, but one in particular sent anonymously from New Brighton, New York, displays a perversity of heart which should be changed. Here is the letter:

Dear Ser for to hell of guess we dinercans got enough of you boughish lians

Health of Recommendations on means to pre-Printers. serve health published by the Massachusetts General Hospital suggests, among other things, that a physical examination by a physician should be obtained from time to time. Printers' organizations - and by printers we refer in general terms to all who are engaged in the work of producing printing - have established more or less elaborate measures for relief of sick or aged members, for death benefits, etc. As prevention is better than cure, it seems to be the part of wisdom to apply the recommendation of the hospital authorities and engage the services of a physician for the benefit of the membership. This would be mutual and personal protection, and be a distinct advance over the proposition that the physical examination of employees in certain industries be made compulsory under state laws. We go at intervals to the dentist, or the chiropodist, or scalp specialist — if we are alive to the need of preventive measures — and if we had some means of jogging our memories to the lapse of time we

would as cheerfully seek to know from the physician if all our bodily machinery was in good running order. We have no repair parts, and many a fine machine has gone in the discard for lack of skilled examination. A careful medical examination placed within the means of the membership by organized workers in the industries would forewarn against sickness and conserve the mortuary fund.

The man at the press or the case, Vacation Time. composing-machine, or in the bindery, has to pay for his vacation if he is regularly employed. But too often he has more vacation time than he wants or can afford. When he is employed and works overtime he gains some extra pay for the extra demand upon his bodily and mental resources. His eagerness to get what he can while the getting is good has tended to demoralize himself and the interests of his fellows; therefore overtime work has been discountenanced by restrictions on the individual worker and by a stiff increase in the wages per hour. In business offices the practice is for the clerks to aid each other to avoid overtime and to aid each other in vacation time, taking on each other's work to a large extent. The time may be not far distant when the integrity of organized printing-plants may be secured by some such cooperation in vacation time, when employers and employees have a larger sympathy for the problems they face individually as well as collectively.

#### The Value of a Reputation.

Theodore Low De Vinne left a net estate of \$1,426,000 when he died on February 16, 1914. Is it not a great thing that a man who confined his activities solely to developing the printing business, and doing honor to the history and art of his occupation, printing, should have succeeded so well from a financial point of view? Mr. De Vinne's wealth was founded on his reputation; and his reputation among buyers of printing, such as publishers and big commercial men, was based on their discovery of the fact that he was regarded among men of position as the great authority on printing. His reputation brought him wealth, just as the same thing brings wealth to an architect or a great engineer.

A few years ago when Henry L. Bullen, librarian of the Typographic Library and Museum, American Type Founders Company, was beginning work on that monumental enterprise to conserve and perpetuate the records of the printing arts, one of the most successful printers in New York, a hard-headed, money-making man, and a

very practical printer, asked him the searching question, "What in hell is the use of it?" A short time ago that printer was in financial difficulties. He had been outclassed by other practical men in his equipment, and had no reputation at all back of his machinery. It would have been pertinent if a De Vinne could have said to him, "What is the use of your practical knowledge if it depends on machinery?"

Employing printers are not thinking beneath the surface. They are asking, "What is the use of the I. T. U. Course?" and declare that it is folly to try and make "type-designers" out of printers. It is true that most of these men are not printers themselves, but employers of printers, and are unable to apprehend that a knowledge of form is best attained by making the form by the most convenient and simple method for educational purposes. Type and press are multiplying devices, and to learn to use these multiplying devices intelligently is the aim in educating the hand to make letters and ornaments and thus give power to display to the eyes of the student the effect of various conceptions in letter shapes and their arrangement.

The historic appropriateness of certain types for certain uses is learned in this way, and the path is cleared for the printer to see the light that made De Vinne's work as a printer of ever-growing interest to him, and his interest and attainments enabled him to live the kind of life he wanted to live — which is the greatest blessing any man can know. That he made a great fortune was merely incidental to his happiness. A man who loves his work will not use it unfairly and sell it in competition. He will not need to.

#### Industrial Schools.

All observers must agree that in America we have reached a point in economic history when the problem of the industrial training of the young has come up for solution, and the demand for a more consistent system can not much longer be denied. The situation has been brought about by the inevitable transition to a manufacturing community from a new country dealing chiefly in raw materials and receiving manufactured products in exchange. Every one must realize that much is to be learned from the Old World in the matter of technical education, and, therefore, we welcome anything which tends to enlighten us concerning the means by which the older manufacturing countries have dealt with the problem. Dr. F. W. Roman, Professor of Economics in the University of Syracuse, has, therefore, the very valid excuse of timeliness for his comparative study of the

industrial schools of the United States and Germany. Although this book bears a 1915 imprint, there is not a syllable in it about the war. The writer's main purpose appears to be to show that German experience, properly understood, does not support the system of dual control, but rather the contrary, and he makes out a pretty good case. There is no doubt he knows his Germany, which is more than can be said for those who try to make out that in that country the school-teacher, as distinguished from the "practical" man, is somewhat looked down upon. The very contrary is the case. There is scarcely any more respected class in the whole German community than its teachers, who are so thoroughly trained that they can not in any sense be designated "unpractical." It seems to be one of the peculiarities of English-speaking people that we imagine a difference must always exist between theory and practice, and, therefore, between the theoretician and the practical man, whereas it ought to be patent to every one that if the theory and the practice do not square, it must be because the theory is wrong or, at any rate, incomplete.

In his very useful survey of the existing condition of things in the United States, Professor Roman unfortunately does not deal with the printing trade. His condemnation of the mercenary correspondence schools is emphatic. Our author is on debatable ground in his condemnation of labor organizations for their alleged reluctance to give in to the movement of the Zeitgeist in the direction of industrial education. There is no denying that some labor organizations have taken up an attitude of hostility in the past, and a few do so now, but we think Professor Roman is unjust in charging that where they have given way they have done so reluctantly. So far as printing is concerned, at any rate, we can assure him that the Union seems to have set its mind upon educating apprentices in no halfhearted way, and we can say as much for some of the employers. It is true that a few years ago the unions in most trades took up a less commendable attitude, but then so did everybody else. They have been no harder to convert than any other interest concerned. But Professor Roman seems to think it is positively wicked for labor organizations to want to limit the number of apprentices at all, and he misinterprets that tendency when he puts it down to anti-educationism. There are employers who flood their workshops with boys, and exploit them, using as few journeymen as possible, thereby ruining the trade from a worker's point of view. Professor Roman must be well aware of this, yet he writes as if he had never heard of it. We hold no particular brief for labor, and we freely admit that it has fre-

quently been short-sighted, selfish, and anti-social in its actions. On the other hand, its record in this respect compares very well with that of capital. Any unprejudiced observer must admit that there is a good case for preventing any workshop from taking on more apprentices than it can properly train, and for preventing the training of more apprentices than the trade can absorb without lowering the standard of wages. We may freely admit that there is a natural tendency for labor to limit the number of apprentices too much, just as there is a complementary tendency for capitalists to employ too many. Each sees his own side of the shield, and it is a question of how to adjust the difficulty so as to meet both points of view as fully as possible, and the process is not assisted by foolish recrimination.

There is, however, another and a perfectly legitimate ground for objection to a good many trade schools. Professor Roman himself criticizes many schools for their unpracticality and inefficiency. There is no denying that some institutions have turned out graduates who were only half trained, and sometimes not even that. unfortunate victims have been led to believe they knew their trade when they did nothing of the sort, and for the sake of employer, worker and student alike, and also from a wider point of view of the public welfare, too much can not be said against such schools. Organized labor has done a great service to all concerned whenever it has struck a blow against them. If sometimes it has been too suspicious, there has been reasonable and probable cause for its suspicions. In the printing trade certainly, and we should imagine in any other department, organized labor will not be opposed to giving as efficient an education as possible to a reasonable number of aspirants to journeymanship. Indeed in most cases we should expect hearty cooperation. Labor realizes that to oppose education is to commit suicide.

#### STANDARDIZING THE TYPE FOR THE BLIND.

The newly appointed Commission on Uniform Type for the Blind has begun the stupendous work of preparing a new raised-letter system that will affect every blind person who reads punctographic type.

Just how long the commission will be at work on the project is not known. It will probably be a matter of years. But it is expected in the end to be one of the greatest benefits possible for blind people all over the world.

The work of the commission consists of going over investigations and recommendations already made by a committee of ten blind persons, who, after several years' work, originated a tentative uniform system of writing and printing, under the auspices of the American Association of Workers for the Blind.

The present commission was appointed at a recent joint meeting of the above association and American Association of Instructors of the Blind.— The Fourth Estate.



INDUSTRIES ILLUSTRATED—MEAT DRESSING.
No. 8.— From the drawing by Carl Scheffler, Palette & Chisel Club, Chicago.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors.

Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

#### WHAT A PRINTER IS.

To the Editor: Excelsion, Minn., Aug. 22, 1915.

An article, entitled "What Is a Printer?" appeared in the August number of The Inland Printer, and the writer, a pressman, expressed a desire to "hear from the printers (?) on the subject." Although I have not been so long in the service as many older men, I venture to favor the pressman with an effort at definition and explanation of the term printer as most applicable to industry.

A printer is a person who produces printed matter. Mechanically considered, he may be a poor, an ordinary, a good, or an excellent printer; but if he constantly works at the occupation of printing he is a printer, no difference in which of these classes he is. Because of his occupation and his product he deserves his name, and from them he derives it, and has for centuries, just as have the baker, the butcher, the painter, and many other workmen and artists.

In all parts of the civilized world are men who estimate, set, lock up, put on the press, make ready, feed, tab, stitch, staple, bind and deliver printing to satisfied patrons. They continue this process from week to week and from year to year. There are thousands of men in America to-day who are doing all these acts and doing them well. They enter contests and send specimens of their work to trade journals, where they make good showings. Such men are printers — some of them excellent printers.

I was well acquainted with a man who for thirty years owned and operated his plant in the same town. He ran a paper, did his most particular advertising and job composition, and always either did or had charge of the presswork. He did not solicit advertisements or printing, yet he ran the best paper and did the best commercial printing in his town of several thousand inhabitants, and this in competition with firms that employed compositors, pressmen, linotype operators, bookbinders, proofreaders, editors and clerks. This man bought and learned to operate a linotype after he was fifty. And yet he was no monstrosity, but a hard-working printer, who by his efforts built a home, reared a family, and increased his business in a town where printing establishments employed specialists in all departments.

The printing industry has indeed made much progress in recent years, and it is very necessary that there be specialists for the business and mechanical work, but the time and conditions have yet to arrive when there is no need for men to specialize as all-around printers; for there are many shops, and good shops at that, where just such men are required, and where no others can qualify. There are perhaps as great opportunities for men to specialize in this general work as there are for them to specialize as pressmen. If we eliminate from consideration the plants

where printers must to a certain extent be pressmen, we eliminate a great portion of the printing industry, and a very good and useful portion.

Although there is reason for the observation that there is a tendency toward specialization, yet I think the article presented by the pressman is overdrawn, and that even most good pressmen do not desire to think the term printer obsolete or the specimen extinct. I believe that most of them do not look upon the press as a sort of ark of the covenant which but a few should touch, but that they rather consider it a piece of machinery that may be comparatively well understood and operated by men who are generally, and quite properly, called printers.

F. O. Stout.

#### GARDENING AS AN ANTIDOTE TO WORRY.

To the Editor: CHESTER, ENGLAND, Sept. 2, 1915.

What do you say? Take worry away from a printer? Why, he wouldn't know he existed. Like the Irishman, he's never happy unless he's miserable, or spoiling for a fight.

Well, in these days of enlightenment and cost systems, we are just beginning to forget a few of the things we used to accept as part of our daily burden. We are getting "back to the land," as it were; and that brings me to my recipe, for it deals with the product of land — just a few yards at the back of my own particular little shanty where I sleep and dream of better worlds to come. In these few yards of soil I spend my leisure hours. Here I forget the hurry and bustle of rush orders, the jobs that didn't pay, and the countless things that go to make up the sum total of a printer's life.

What do I cultivate? That really doesn't matter whether it is vegetables, or flowers, it is just the same; you feel just as proud of one as the other. Ah, but where does the pleasure come in? Just here. You planted those flowers with your own hands, perhaps you grew them from tiny seeds, and then nursed them and brought them up to perfection. That's it. Your object was achieved, and you had the pleasure of seeing the results of your efforts in all their glory. How often, when you plot and scheme at business, things go awry and they will not come to fruition. Just pluck a few of those lovely flowers, put them on your desk or near your work, and when you feel ruffled and not quite sociable, look at them. The thought of where they came from and how they were produced will bring back pleasant memories that will drive away dull care and worry. It will inspire you to look beyond your temporary troubles to the greater pleasure of spending your own time in your own way, with no annoyances except a few weeds and slugs, and the droughty weather.

Some find oblivion in one thing, some another; but to those who have not tried it, I give you my tip there is nothing more refreshing and invigorating than to get right Printing practical - accounting

THE INLAND PRINTER

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back to Nature. This you can do, if you have only a few yards of soil at the back of your home in which to potter and grow something—anything, it does not matter. You will feel just as proud of a nasturtium as the rich man feels of the finest orchid.

#### COMPOSING-MACHINES AND COST-ACCOUNTING.

To the Editor: SEATTLE, WASH., August 15, 1915.

The July INLAND PRINTER contained an article on "Monotype Accounting Problems." It seems to me the writer made the matter unnecessarily involved. He makes a distinction between the large and small plant (that is, where there are separate workmen for caster and keyboard, and the one-man plant), and in so doing takes into account keyboard and caster separately and thereby runs into a quandary as to the time which should be charged against the job

This appears to me the wrong line of division. There should be no attempt to divide keyboard from caster in making charges against the job on the time-ticket. The natural division is to charge against each job-ticket all the time spent by the workmen on the job, whether he or they worked on caster or keyboard; then to make a second item of charge (this would probably be done by the time-clock or compiler in the office end) against the ticket for "plant charges," which includes all costs of maintaining the monotype plant in condition to operate, and consists of rent, heat, light, interest, insurance, repairs, upkeep and a legitimate proportion of general superintendence and front office overhead, etc.

There should, however, be two items of monotype-room charges against every ticket. These are "operating time," whether the time be used upon the keyboard or caster, or both; and "plant time," made by charging the number of hours used as operating time at the hour-cost rate of plant charges. It is obvious that the "operating hour-charge" and the "plant hour-charge" may be equal or unequal, and will be higher or lower as the ratio of production and non-production hours in the department varies with volume and character of business and other determining circumstances.

This process is equally applicable to either linotype or monotype operation. It is the simplest way of arriving at the true costs on any particular piece of monotype composition. It is logical, and is exactly in line with that best practice in both monotype and linotype composition by which the cost of machine-room product is considered only a partial cost of composition, and does not deem the cost of composing-room product complete until it has been charged with the cost of reading, corrections, make-up, imposition and delivery to the press in shape for the pressman's make-ready.

Manufacturing type for the hand-set section of the composing department should be treated the same as any other job-ticket. The fact that the customer is the office makes no difference.

Workman's Time — Direct Supervision.— If these two items are made the subject of charge in determining the "operating hour-cost" of the composing-room, or any subdivision of this department, as, for instance, a battery of linotypes or monotypes, the hour-cost will be found not to vary much, whether there is a minimum or a largely augmented force at work up to the normal capacity of the plant. Since, in most shops, only a minimum force is retained when business is slack, and this force is increased almost in direct ratio to increase of business handled in busy seasons, "operating hour-cost" would be, therefore, a constant, or nearly so.

Plant, Plant Maintenance, General Expenses and Front Office Overhead Chargeable to Composing-room.—As these items of cost are, as a whole, subject to but little variation, whether much or little business is done, the "plant hourcost" is a variable, increasing when the number of sold hours falls off through decrease of business, and decreasing when business increases and the number of sold hours is consequently greater.

Other departments than the composing-room would be

subject to the same conditions.

By combining the nearly constant "operating hourcosts" on any particular contract, in each department, with the variable "plant hour-cost" for those departments, the true cost of the job, at the time and under the conditions it is done, is found. While the result will, of course, in many cases differ from that obtained by using the average hour-cost of the office, and from the average cost on this same contract on repeat orders executed under different conditions, this method has the advantage of clearly indicating the conditions under which the work can be produced to the best advantage and discloses the unfavorable conditions and weak points. These are concealed in the operation of the fixed or cumulative average hour-cost method usually recommended.

The "plant hour-cost" should be calculated at short time intervals, because it is a variable, instead of being taken from cumulative averages running over long periods.

It is well known that the most favorable production cost in printing work is reached when the shop is working at its normal capacity, and that variations below or above normal through lack of business and the pressure of busy seasons or "rush" jobs are less favorable.

For this reason, the application of the above outlined combination of "operating hour-cost" and "plant hour-cost" would be the most equitable in pricing any contract, and it avoids the difficulty of some pieces of work escaping their proper charges to the disadvantage of others. At any rate, the method would be a valuable check upon the usual process.

CHARLES J. SCHOTT.

#### HOW TO MAIL A LETTER.

"Forty-three per cent of the mail handled by the Chicago postoffice is wrongly addressed," declared D. A. Campbell, postmaster of Chicago, in an address delivered before the Executives' Club on Friday, September 24. "Business men are chiefly responsible for the receipt and dispatch of improperly addressed mail.

"Believing that their particular firms are universally known, business men advertise without giving their business street addresses. They send letters without writing the street address on the envelope. This results in an enor-

mous expenditure for the mail service.

"Looking up addresses and seeing that such mail is properly directed costs the Chicago office \$85,000 a month.

"Another business habit which inconveniences the department and increases the expenses of the work is that of mailing letters between 4 and 6 o'clock in the afternoon. Fully seventy-five per cent of the 2,000,000 letters handled daily by the postoffice are mailed between those hours. If business men would mail their letters when they are written, instead of waiting to mail them when they leave the office, it would lighten the labor and the expenses of the department considerably."

In reciting a list of facts and figures about Chicago's mail, the postmaster declared that one in every four and a half letters was for local delivery, while in New York the ratio is one in every two letters.

Compiled for THE INLAND PRINTER.

#### INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

#### GREAT BRITAIN.

THE London Daily News gives free air-raid insurance to its readers.

THERE are nearly fifteen thousand printers now serving under the British colors.

Over two hundred employees of the Linotype and Machinery Company, of London, have joined the British army.

DESPITE the large number of compositors who have enlisted in the army, there are still between five and six hundred idle in London alone.

A MOVING-PICTURE show-place at Southend-on-Sea recently displayed a printed announcement of a film showing "Tipperary, the famous town in England."

FRANK H. TAYLOR, who for the past five years has been general manager of the Linotype and Machinery Company, Ltd., has retired, to enable him to return to the United States to look after his private interests in the States.

THE oldest compositor in Cumberland, Richard Thompson, aged seventy-eight, was honored by the presentation of a testimonial by his fellow employees, upon his recent retirement from the supervision of the composing-room of Smith Brothers, at Whitehaven. He has been a member of the Typographical Association fifty-five years.

At last accounts, 156 journeymen and 23 apprentices in the case branch of the Edinburgh Typographical Union have enlisted in the army, while 150 other apprentices in the caserooms have done likewise. Unfortunately, a number have been lost in battle, and many wounded, especially on June 28 at the Dardanelles, in which the local regiments took an active part. The Scottish Typographical Journal records by name many locally noted and beloved members of the Scottish unions who have fallen in the warfare.

THE Scottish Typographical Association has been able in recent months to obtain the following wage increases in certain branches of the Society: Arbroath, 2 shillings, making 32 shillings for 50 hours; Aberdeen, 2s. 6d. for jobbers and 2s. for operators, making 37s. the minimum 'stab wage for jobbers; Dundee, 2s. for jobbing-houses — minimum 'stab wage, 37s. for 49 hours, with recommendation that all over present minimum rates get 2s. increase and those over £2 an increase of 1s. 6d.; Dunfermline, 2s. 6d. advance for jobbers, making the minimum rate 35s. for 50 hours, with 12½ per cent advance on this for operators; St. Andrews and Cupar-Fife, 2s. advance on present rates.

Most of the London half-penny morning and evening dailies have mutually agreed to a curtailment of size, and working staffs are reduced in consequence. Well-informed men in Fleet street have a bad attack of pessimism and express the opinion that but few London papers are meeting expenses just now, and that the others are showing a much diminished income. It is a fallacy that war brings profit to newspapers. Besides the enormous cost of war correspondents, the war has brought other problems for the publishers to face, the chief being the lessened income from advertisements and the large increase in the cost of paper and transport. A writer in the Daily Mail said he had little doubt that the next few months would see great surprises in the newspaper world and the disappearance of journals heretofore regarded as permanencies. A London editor is quoted as having the opinion that there will be only four London newspapers which will survive the war. This pictures a rather uncheerful prospect for the workers in the newspaper trades.

THE word "Britisher," which has gained more or less currency, seems to be offensive to a number of Britishers. The Printers' Register, in a recent issue, had this to say anent the word: "Who was responsible for foisting into the English language the atrocious word 'Britisher'? It is quite on the same plane as the German word 'Englischer.' What has the word 'Briton' done? It has the merit of euphony and, not less important, is correct. Who would speak of our allies as 'Frenchers' or 'Russianers'?" And in the London Times, Dr. A. J. Butler, of Brasenose College, Oxford, writes: "When will the authorities learn that to apply this odious name ['Britisher'] to a British subject is or may be the very worst way of appealing either to his patriotism or to his pocket? Some months ago it was used in an address to the public by the Lord Mayor; now it appears in a full-page advertisement of the war loan, issued presumably by the government or the Bank of England. 'Britisher' is a contemptuous American slang designation of an Englishman or Briton. Personally, I regard it as insulting, and those who agree with me are legion." To which a writer in the London Evening News, signing himself "Londoner" (rather oddly in this connection), adds: "'Britons' if you will. . . . As for 'Britisher,' I am of Dr. Butler's opinion. Away with it to the garbage-heap of base words."

#### GERMANY.

THE Lille *Kriegszeitung*, an eight-page war journal, has attained a circulation of 80,000. Its subscription price is 3 marks (72 cents) per month.

A GERMAN paper notes that among towns in the United States bearing names of European cities, 25 are named Berlin, 18 Paris, 16 Vienna, 10 London, 2 Brussels, and 2 St. Petersburg.

FIVE sons of Georg Stümpfler, a printer in Vohenstrauss, joined the army. One died in a Rhine garrison from severe injuries, and two are suffering from wounds received in battle.

THE master printers of Munich have signed a joint obligation to increase the price of printing ten per cent. This obligation will now be circulated among all Bavarian printers for their signatures.

THE Prussian minister of public works has issued a circular to his subordinates, reminding them of the ruling made for the governmental railway employees, on May 16, 1914, that all signatures must be written legibly.

An association of dealers in typewriting machines has been formed in Berlin, whose object is to foster German manufactures in this line. The association will endeavor to enlist all the dealers in Germany, Austria and Hungary.

On the first of July over two hundred German newspapers suspended publication. Since the beginning of the war about twelve hundred have ceased to appear, for the time being, and about the same number have increased their subscription price.

THE German postoffice department handles daily about 14,300,000 pieces of mail matter passing to and from the soldiers in the field. About 35,000 letters and packages are daily returned to the senders, because of incorrect addressing or faulty packing.

PRINTERS may now sell their old type, stereotype and other metals only to accredited government agents, thus cutting out the junk-dealers. New metals are sold only in exchange for old metals, and the supply of new metals is maintained through the cleaning and alloying of the old metals that are turned in.

THE next census of Germany, which was to have been taken on December 1 of this year, has been postponed until after the war's end. This for the present affects the printer, in that the work of producing the required blank forms, instructions, etc., is also postponed.

THE newly opened chartroom of the Royal State Library at Munich, which is free for general public use, contains 10,000 single maps, arranged in chronological order and by world divisions, countries and provinces. Especially rich in material is the section devoted to Bavaria.

In reply to a suggestion made by a committee from the German National Press Association, that in calling the Landsturm to the front the ministry of war should regard the needs of the newspaper press and not hamper it by drawing away too much of its help, the ministry states that its intention has always been, and will continue, to maintain the capacity of the press and that the forces to keep it active will under no circumstances be impaired.

DR. FRANZ SCHECK, an engineer, of Munich, who established the first mobile printing-office for war purposes, died recently in a German lazaret at the French front, of heart failure, aggravated by the strenuous duties falling to his lot as a member of the civil engineering section of the Bavarian army. The printing-office he put into use was housed in three railway cars, which were switched upon sidings wherever needed, and was mainly operated to produce field-maps.

THE magistrate of Nuremberg had occasion to have printed a discourse on "The Petroleum Question," which was intended to be enclosed as a supplement in the newspapers of that city for the instruction of the citizens. However, he had given the job to a cheap printer, who turned out such a reprehensibly poor specimen of typography that the three leading Nuremberg dailies refused to circulate it unless it was reprinted in a style of which they need not be ashamed. The job was therefore turned over to a competent printer, and the city had two printing bills to pay.

THE Allegemeine Deutscher Sprachverein, an association for the fostering and purifying of the German language, has now 319 branches and about 36,000 members. Its organ, the Zeitschrift des Allgemeinen Deutschen Sprachvereins, has a circulation of 43,000. It is now in its thirtieth year. The association has, since the war, greatly increased its efforts to clear the language of its exotics—the Fremdwörter, foreign words—and naturally is at present meeting with much coöperation. From time to time pamphlets are issued, listing purely Germanic words and expressions, to replace foreign ones, in various professions, trades and industries. The association has donated 10,000 marks to the funds of the Red Cross Society and has subscribed 50,000 marks to the war loans of the imperial government.

To make it easier for the censors operating in the postal service, it is now required that letters destined to foreign countries not in enmity with Germany should not cover more than two sides of the usual letter-size sheet. The script must be legible, with the lines not crowded together, and it is not permissible to indulge in cross-writing — that is, writing in a different direction across written matter. Plain envelopes must be used, such as have linings (usually of a dark material, to prevent transparency) being specially prohibited. Letters in which these regulations are disregarded are liable to be delayed for weeks, because

of the extra trouble they give the censors. The wish is also expressed that but little correspondence of a private nature with foreigners be indulged in, in order to facilitate the expedition of foreign mails.

#### HUNGARY.

THE letterpress and lithographic printers, bookbinders and stereotypers of Budapest have notified their customers that, because of the increasing prices of raw materials and other supplies, an advance of ten to fifteen per cent on the price of printed matter has become necessary.

THE last yearly report of the Hungarian printers' and typefounders' union states that on April 15, out of 7,350 members, 3,065 had been drawn into the army. The total balance in the various funds of the union amounted to 1,084,144 crowns (\$222,249) at the close of the fiscal year.

#### FRANCE.

According to the Argus de la Presse, twenty-seven warpapers are being published at the French front. The English are also publishing six papers in their trenches. The National Library, at Paris, has already a large collection of written and printed trench literature, and the British Museum, at London, has started to make such a collection.

ACCORDING to the Osaka Mainichi, the Japan paper industry is making great efforts to better its productive methods, to enable it to be independent of the import of the finer papers from Europe. In fact, all but three European paper varieties have been successfully imitated in Japan. The import of paper from Europe formerly amounted yearly to 7,000,000 yens; now 5,000,000 yens remain at home, while 2,000,000 yens are expended for the import of the three sorts of paper not yet produced in the country. In January of this year the Japanese produced

#### RUSSIA.

nearly thirty million pounds of foreign paper.

WARSAW'S newspapers made their last appearance with issues announcing the evacuation. Their linotype machines were rooted up and carted away to Russia. Police and soldiers visited every printing establishment and every newspaper office, taking away type and dismantling presses.

#### ITALY.

THE Unione Tipografica Italiana, the Italian printers' union, pays 5 liras (96 cents) weekly to the families of members who are called into the army; 2½ liras daily to wounded and sick members, and 25 liras monthly to members made invalids through warfare.

#### MACHINE COMPOSITION DIVISION OF FRANKLIN-TYPOTHETAE OF CHICAGO ELECTS OFFICERS.

On Tuesday, September 21, the Machine Composition Division of the Franklin-Typothetæ of Chicago, in session at its regular weekly luncheon, held its annual election of officers. Since the amalgamation of the various organizations into the Franklin-Typothetæ, each division elects a chairman and vice-chairman to look after its interests and to represent it on the board of the parent organization. Cecil Emory, of the Manz Engraving Company, was elected chairman, and L. M. Cozzens, of the Kenfield-Leach Company, vice-chairman. Following the election, the meeting held a general discussion on the good and welfare of the division, and from the suggestions made and the plans formed, the coming year promises to be a busy one for the members, and the division will make itself a strong factor in the printing interests of the city.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

#### A Word, a Point, and a Cap.

The following is from A. H., Brooklyn, New York: "Is the word 'régime' properly applied in this sentence: 'His work for the organization and his régime as president are commendable.' Should a colon or a query-mark follow the word 'sentence' above? Should the word 'but' in an upper- and lower-case head have a cap. B? Our style is to keep it down."

Answer .- I have never seen the word "régime" used as in the sentence in question, and such application can not be common. This alone is sufficient to deter a careful writer from so using it. I should not like to assert, however, that this application is actually improper, since it might be defended as a reasonable and clear extension, proper for any such use. The strongest objection I can think of is the liability to criticism as neologism, or newness. As the question is now worded, the colon seems good; but it would be better with "the following" instead of "this," and then an interrogation-point could be used after "sentence." Or it would be improved with the present wording by using the colon as now, and placing the interrogation-point at the end, after the quotation-mark, omitting the period. If I wrote the question originally, I might use any of these three forms, just as it happened; but I should certainly not write it without an interrogation-mark somewhere. In heads, "but" should never be capitalized.

#### "St. James's Street" Again.

T. J. C., Montreal, Canada, reverts to this, as follows: "In perusing the columns of the current issue of THE IN-LAND PRINTER I was surprised and delighted to find an answer to the point raised by me on a decision given in the May number on a question of the 'singular possessive.' I made objection in the first instance because of the nature of the language used, which if I mistake not was to the effect that it was the only proper way to write 'St. James's Street,' but that it was customary in some localities to drop the 's.' Perhaps a good way out is to admit that both are right, but, on second thought, how can that be? How can both be right? Clearly, there can be only one proper way. Because it has been the custom is no criterion. What would the great Goold Brown, author of 'Grammar of English Grammars,' have to say about the point at issue? I still maintain that it is improper and that the only correct way to put it is simply nominative. In ascertaining the possessive case how do we do so? Simply by showing ownership or possession. Is there any such qualification when we say or write 'St. James Street?' No, strictly in the nominative. Of course, if we refer to 'St. James's birthplace' or parents or his many virtues, we will be correct in writing it as some would have it at all times, but otherwise I must again enter my most strenuous objections. We have a

street up here named St. Denis Street. Suppose it were the custom to put it in the possessive. What a merry time we would have. I hope Mr. Teall will not be offended in any way with my disputations, because I may be along Chicago way before long. Indeed, I would like to hear if there is an opening for a practical man with many years' experience in all branches of the printing business."

Answer.— The people who named St. James's Street, London, did not ask my advice, nor do others. This form is certainly right for this street, and so is the other form for other streets. Goold Brown says that custom is the only criterion. Mr. Teall is not offended, but he feels that he has said all he has to say. He is sorry he does not know anything about Chicago, so that he can say nothing about openings, except in general. A practical man with many years' experience should find openings almost anywhere.

#### How to Learn Proofreading.

E. McW., Cleveland, Ohio, writes: "Will you kindly advise me where one can learn proofreading? I am at present employed in a law office where I have some spare time, and would like to take up proofreading and become familiar with the technical end of the business so that I could take a position."

Answer.— The one place to learn proofreading is in a printing-office. Not everybody can learn proofreading anywhere, and very few can learn all the technicalities without thorough training in handling type. The good proofreader, however, comes as near as anybody to being "born, not made," for he must be specially qualified naturally. Nevertheless, occasionally a person naturally quick intellectually does eventually become a successful proofreader without actually learning the trade of type-working, by merely bluffing at first and accepting work as a proofreader, trusting to natural technical quickness. I am not advising any one to try this, but it is practically what the few non-printer readers I have known have done. Thorough knowledge of spelling and grammar, and a nearly infallible aptness in perceiving and correcting errors, are necessary. In general, my advice to persons already in fair employment would be - don't.

#### A Strange Question About Compounding.

N. J. W., Chicago, writes: "A friend of mine, who notices such details in English, asks me why you compound 'paper-manufacturers' and not' blank-book makers.' Why do you?"

Answer.— According to the common understanding, as far as there is such a thing, here is no conflict, as the analogy is nullified by compounding in the first part of the second term. I suppose, if he did not merely follow copy, that the operator put the hyphen in the first term through

instinctive recognition of its compound nature, and omitted the corresponding hyphen from the other term because of the compounding in the first part, feeling, as most men would, that the double hyphening is objectionable. Or, if not made so by the operator, the proofreader marked it so in the proof. However it came about, the seeming conflict of form is not of a kind that has appealed to any one strongly enough to lead him to study out a reason why, other than that offered above. If I had done the proofreading, I think I should have left it as I found it, without correction of any kind in hyphening. So many thousands of words need settling as to form, in which no reason for distinction is possible, that such a difference as this is of no moment, even if the reason here given is not sufficient. I hold that it is sufficient, whether any one else does or not.

#### How May a Proofreader Improve?

E. F. H., San Francisco, California, writes: "Will you kindly inform me how a proofreader can improve her knowledge of this work, either by correspondence schools or by the studying of certain books on the subject, and please give me the names of the schools and titles of the books? I am particularly desirous of learning how to pass on press proofs."

Answer.— The best way for a proofreader to secure improvement is by experience and close observation, with continuous literary study. I know of no correspondence school worth naming for this purpose. It might be well to study with some person if one can be found as personal instructor or adviser. Schools and special books, so far as I know, are not very useful. Nothing can help better as to press proofs than experience and observation. Books that may help are De Vinne's "Correct Composition," chapter on Proofreading; Drew's "Pens and Types"; Adele Millicent Smith's "Proofreading and Punctuation." There is nothing really special in press proofs that should not suggest itself naturally to a practical proofreader. Of course they should be "handled with care"; but what proofreading should not?

Written for THE INLAND PRINTER.

#### VARYING STYLES AND PROOFREADING.

NO. IV .- BY F. HORACE TEALL.

F the writer's intention in these papers were merely to formulate a code of style, no one subject would need so much space as he is using for punctuation; but variations of style can not be adequately considered without saying a great deal about them. This is especially true of punctuation, which is peculiarly liable to individual differences

that do not involve absolute error. Proofreaders have to read for authors who have individual preferences, and insist strongly that they be followed, as well as for some who are not so positive, and some who are aware of their own laxity and expect the proofreader to punctuate for them. Our great question is, How is the proofreader to know just what to do in any given case? He is seldom expected, or even allowed, to make many corrections, and one of the strongest points in his favor with employers and with operators is ability to produce a satisfactory result with the least possible correction. Undoubtedly, in general, this can best be done by following copy closely, except where it is unquestionably erroneous through accident. And when specifically ordered to follow copy, which order is very common, the reader has no right to do otherwise. His responsibility ends at mere imitation, though he is usually

allowed, if not expected, to query when change seems needed. Of one thing he may rest assured: some of his best suggestions will not be accepted.

Here is a positively true statement, with no slightest hint of coloring, of one editor's theory and practice: He wrote a book in which he said: "If an author possesses an accurate knowledge of punctuation, as well as the faculty to apply this knowledge consistently, he can not afford to trust to the printer for the correct punctuation (which often means also the correct interpretation of the meaning) of his manuscript. If he be not qualified to attend to the subject himself, he would better call in expert help or request his publisher to have the work done for him." gives fifteen rules for the use of commas, but not one rule that clearly indicates a fixed practice. He makes much copy for printers, and insists that his copy be followed. One might naturally expect such a man to make his copy right; yet it is a fact that he seldom writes a comma, also that he reads his proofs with little attention to punctuation. And the most perplexing fact is that he would be genuinely surprised and even astounded if informed that he lacks the faculty to apply even his slight knowledge. We need not wonder that proofreaders pass work containing very poor punctuation.

Beyond all question some of the worst punctuation is caused by the really ridiculous doctrine we have already quoted as hinted by Mr. De Vinne, in his emphasized direction: "Use commas only where they will be of service in unfolding the sense. In case of doubt, omit the comma." Nothing can be more certain than the fact that some people doubt in cases where some other people are cocksure, or that some are sure there must be a comma where others are sure there should be none; and this is probably a permanent condition.

These two rulings are quoted here because they immediately follow a sentence which strongly enforces their futility. It is this: "Unfortunately, there is a wide-spread belief that it is better to use too many than too few commas." This sentence contains a comma that is more than doubted by many persons, among whom the present writer refuses to be counted. He could name some prominent editors who specifically order its omission and that of many others exactly similar, while his own idea, and that of most men known as good punctuators, is that such use of the comma should be instinctive and universal.

Another common way of expressing the doctrine we are now considering is to say that no comma should be used where omission does not involve ambiguity. Yet the uncontrovertible fact is that not even one of the protagonists of this doctrine ever conformed to it in any extensive writing. Even the editors above alluded to use some commas like the ones they reject. And this leads to uncertainty in practice by those who have to print for them, since these editors do not prepare their copy so that it can be followed literally, as it should be. For all ordinary writing there should be a universally understood system, so that everybody will know just what to do without liability to disapproval.

If we are ever to have a universal understanding of this really simple matter, it will have to reject the inutile idea of using points only where they must be for clearness. Some of the most necessary pointing must be where no ambiguity is possible, no better example of this being needed than in our quoted sentence beginning with "unfortunately." That word is there used independently, so that it stands alone to represent a fuller expression, such as "Unfortunately for our common welfare," and is isolated in its standing in the sentence. No rule is more widely

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accepted as a rule than the one for a comma after such independent words, and no rule is more flagrantly violated. Why any one deliberately rejects it is impossible for me to find out with any certainty. Here are some sentences copied from a book of exercises: "Happily, some one came forward." "Finally, let me repeat what I said before." "In the first place, I should like to know something." " However, he did not say a word." "However that may be, it is at least certain," etc. "No, that will not do." "Yes, I have heard of it." "Why, you told me that yesterday." "At any rate, it should be done." Every time a sentence of this construction is written the writer should put a comma after the independent word or phrase, and this should be so well known that even pupils in the higher classes in primary schools will not neglect it. Such is the only conclusion possible to the present writer, notwithstanding his experience in revising proofs from many authors who actually removed such commas, when he could do nothing more about it.

Another rule that was good when first made, and always will be good, is this, from Wilson, although the rule itself contains two commas that are entirely unnecessary, to say the least: "A comma is put before a relative clause, when it is explanatory of the antecedent, or presents an additional thought. But the point is omitted before a relative which restricts the general notion of the antecedent to a particular sense." In general, this is a distinction which is easily perceivable, and therefore often unimportant, but often it is very elusive, and therefore it is decidedly better to apply the rule closely. Probably most proofreaders would do this always if they were not hampered by authors' decisions and directions to the contrary. Wilson exemplifies by the following sentences and many others: "Study nature, whose laws and phenomena are all deeply interesting." "The child was much attached to Jane, who loved him dearly." The philosophers took refuge in Persia, where they soon became dispersed." "Happy are the people whose history is the most wearisome to read." "Every teacher must love a boy who is attentive and These few sentences show clearly the difference between places where a comma is needed and those where its use would be erroneous. Many books are printed without proper recognition of this difference, and the present writer knows from personal experience that this is often the result of deliberate direction by the author. When an author, an editor, or a publisher gives a positive order for a certain practice, what can the printer do? Of course he must do work for which the customer is willing to pay.

#### SOME FACTS ABOUT THE COLOR SHORTAGE.

Printers and makers of printing and lithographing inks are in the same quandary as all other manufacturers and users of colors, and the following explanation of present conditions and prospects of raw and manufactured materials for colors will be of interest. The Textile Manufacturers Journal, Philadelphia, Pa., in its issue of September 4, says that the fact that the old standard coal-tar colors are practically exhausted among Philadelphia dyers or are held at exorbitant or impracticable prices by dealers and that vegetable dyes must be substituted is emphasized by a statement issued by the Master Dyers Association under date of August 28 from Philadelphia. The statement signed by officials of the organization who are important factors in the dyeing trade is as follows:

Owing to the misleading and erroneous statements that have been published, in many instances originating with persons unfamiliar with the manufacture, sale and use of dyestuffs, we feel it is the duty of those engaged in the dyeing industry, who are entirely dependent upon a supply of dyestuffs to continue their business, to inform the public of the conditions as they actually exist in Philadelphia, the largest dyeing center in the world.

We have gone to great expense and inconvenience to follow up every prospect that seemed to promise relief, have held many special meetings, and have been represented at every public demonstration which endeavored to develop something that would at least answer the purpose until normal conditions would again prevail. It is only fair to say that no new methods have been developed for the manufacture of dyestuffs. Our tests of so-called new fast blacks have convinced us that in no instance can they be compared with what every dyer and textile manufacturer is thoroughly familiar with as fast black.

American manufacturers of dyestuffs who were established prior to the war are well aware what is required, because of their experience with foreign competition. They are making every effort to meet the situation, but find the greatest difficulty in securing raw materials in sufficient quantities, owing to the present demand for those raw products for other purposes. We understand that their efforts are mainly directed toward producing shades of black which, of course, are used in largest quantities, and while this will be a great help it is only a question of at most a few weeks when the color shortage in other shades will be as bad as that which now exists in blacks.

It is true that some dyestuffs of all colors are still being offered for sale, but with almost no exception these are in the hands of dealers with no manufacturing connections, and in some instances never before this year even indirectly connected with the manufacture or sale of dyestuff. The materials so held are quoted at such prices as entirely to prohibit their use. As an illustration: A product well known to all users of dyestuffs - black BH - which formerly sold for 23c. per pound is now offered at \$7.80 per pound. This is not an exception but the general rule, with only a slight variation in the percentage of increase favoring black BH. Sulphur black formerly sold at about 20c. per pound. Some sales are now being made at \$3, and the tinctorial power has been reduced from 33 1/3 to 50 per cent, as compared with former standards. This has made it necessary to advance the price of dyeing 500 per cent and even more, making the material unmerchandisable when colors possessing the qualities of coal-tar dyes are required. We are, therefore, forced to use what are commonly called vegetable or wood dyes. These we can not guarantee because they are not fast, and they have been obsolete in wearing materials made by the textile trade for many

These facts are conservatively stated, and are given at the repeated requests of many manufacturers and distributers of textile fabrics who find it difficult to convince their customers of the actual situation, lack of appreciation of which is entirely due to the publishing of statements by persons who are not familiar with the actual facts.

Respectfully,
THE MASTER DYERS ASSOCIATION OF PHILADELPHIA.
D. F. WATERS, President, Germantown Dye Works.
WM. H. BREHM, Vice-President, Allegheny Dye Works.
WM. J. WALL, Secretary, Nicetown Dye Works.

A good heart, benevolent feelings, and a balanced mind, lie at the foundation of character. Other things may be deemed fortuitous; they may come and go; but character is that which lives and abides, and is admired long after its possessor has left the earth.— John Todd.

Comb Bethop

THE INLAND PRINTER

Written for THE INLAND PRINTER.

#### THE LITERATURE OF TYPOGRAPHY.

XXX.— GREAT BRITAIN — Continued.

BY HENRY LEWIS BULLEN.

Tangging properties of the state of the stat

HE preceding article related to the status of master printers during the first two centuries of printing in England; and now a few facts that have come down to us through various channels may illuminate the condition of the employees. The ancient trade guilds of England were masters' associations. The journeymen had no voice in

them. The guild laws have no reference to journeymen, except to prohibit employment to men who had not served the legal term of apprenticeship, which was seven years, or when (in instances where the youth had entered before the age of fourteen) the apprentice was of legal age. When the apprentice had well and faithfully served his time he was, upon payment of a fee, "made free of the Company." That is, he was exempted from the immediate control of the guild, and made eligible to be hired as a journeyman. Henceforth the apprentice had no status in the guild, unless he entered it as a master printer. But the printers' guild (the Company of Stationers) was the least desirable for the journeymen, for reasons stated in a petition to Parliament in 1614, found in a broadside headed, "An Abstract of the General Grievances of the poor Free-men and Iourneymen Printers oppressed and kept in seruille bondage all their lives by the Unlaufull ordinances of the Master and Wardens of the Company." It sets forth that prior to the Charter (1557) it was recognized that "this art of printing was the Key that opened the doors of knowledge and learning," and it was encouraged, and also that,

the general laws and old customs authorize that all persons that have served an apprenticeship according to the statute lawfully to set up and Use that trade to which they have served. But the petitioners are deprived of that benefit (which all other honest and loval subjects enjoy) by the ordinances of the Master of the Company, and made perpetual bondmen to serve some few of the rich all their lives upon such conditions and for such hire and at such times as the Masters think fit; for their trade of printing (but as servants) they must not use: so they take away all possibility of advancement (be it never so exquisite in their quality) from the petitioners and make them incapable of maintaining their wives and posterities. . . . For they keep a multiplicity of apprentices, who, after their apprenticeship, like the petitioners and poor sort of printers, become forever more servile than before, print books mostly by their apprentices, whereby the petitioners have not half employment. Besides the Masters of the Company have raised the prices of books, print on worse paper and with dim and bad types, and enter into combinations to prevent the sales of books.

Thus they unavailingly prayed that the Decree might be dissolved. The monopoly - bad, for there never was and never can be a good monopoly - hurt the actual producers of many of our immortal books; also hurt the public and was primarily responsible for the poor quality of printing which is characteristic of early English books. There were, however, two ameliorating conditions: First, the monopoly was defied by many secret printing-offices, denominated by statute as "presses in holes," which successive stringent decrees failed to extirpate, and the practice of English journeymen setting up offices in Holland to print English books. William Brewster (Elder Brewster), leader of the Pilgrims who came over in the Mayflower, had such a printing-office in Leyden, from which he issued the pamphlet which successfully promoted the Plymouth Colony. Second, the close connection between the master and his apprentices under the guild laws, which regulated the entrance of the apprentice and his instruction and protected him against bad masters. The apprentice resided

in the home of the master, which usually was also the printing-office. The rules of the guild and the intimacy of residence compelled careful inquiry into the character and ability of apprentices, who usually paid a substantial fee, if not entered through a friendly influence. Thus from the registers and other sources we learn of many instances of journeymen succeeding to a master's business by inheritance or through marriage and also by purchase. The Company's rules required the sons of masters to be apprenticed, and none could enter who had not served. Thus, Richard Field, Shakespeare's first printer and fellow townsman, married the daughter of Vautrollier, to whom he was apprenticed, and succeeded to a fine business, which in turn passed to his apprentice, George Miller. Richard Read married his master's widow, and upon his death she married an ex-apprentice of her shop, George Elde, and left him the business. Intermarriages within the printing guilds were noticeably frequent as well in England as in France, traceable to the residence of the apprentices in the homes of the masters. The Company's registers show fines for unlawfully employing apprentices, as in 1577, "Receyued of Jhon Aldee for kepinge a prentyce vnpresentyd contrary to order, ijs. vd," also fines for mistreating apprentices; and there are instances where the apprentice is taken from an unworthy master and placed with a better one.

Another early complaint of the journeymen was in 1582, accusing the Company of acts tending to "bring vs our wyves and children into moste extreme mysery, contrary to the good meaning of your honours." Shop rules were made and confirmed (they say) without consulting them, and they ask that the mayor and aldermen be commanded to hear both sides and report to the Privy Council. In 1586, upon application of the journeymen, the Company made rules that no form of types be kept standing to the prejudice of the compositors, that apprentices were not to be employed when any able and honest journeymen reasonably required work, and that all disputes were to be settled by the Court of the Company. Also that impressions (editions) were not to exceed 1,200 or 1,500 copies, and that when a book was out of print, if the owner did not reprint it after six months' notice, the journeymen of the Company might issue it. In 1634 the proofreaders in the King's printing-house complained to the Bishop of London that their joint wages had been reduced £80 per year, yet the work had increased, and they had been made to pay the cost of errata sheets, and prayed that matters be restored as before: "Granted until such time as a better study of the grievances may be made." In 1635 there is a report of arbitration proceedings, upon the petition of the journeymen, when the arbitrators recommended the following concessions, which the Company granted:

Dismissal of all now working in printing offices who were not duly bound to the trade, contrary to guild law; master printers to be fined for employing any not duly bound to the trade; apprentices must serve full time, and to be rated by the shop and not by the partners in a shop; no printing forms to be kept standing, except psalters, grammars, accidences, almanacs, prognostications, primers and A B C's, type for which must be distributed at least once a year and new cast when worn. Editions of books in nonpariel (6-point) not to exceed 5,000 copies; brevier (8-point), 3,000, except the testaments, 6,000; all other books, 1500 to 2000, unless good reasons be given to make the editions 3000, but no more. Two quires to be limit allowed for spoils. If a printer use a standing form [other than above provided] while any compositor want work, he shall pay for that form as if the compositors had set it. Pay for holidays as heretofore, but if a journeyman neglect his work, then shall he not only lose his pay, but shall pay for his companions also who lose their work through his default. Instead of having as by "an ancyent custome" a copy of every book they work upon, now to have 3d. per week in lieu thereof; and if a journeyman takes any sheets or books, he shall lose all privileges of the guild. "Subs" must be competent or the regular journeymen cannot hold the position. "That no workman shall rayse his wages aboue the now vsuall rates, nor noe master printers abate the prices they now give;" but in case of difference the Master and Wardens to decide. Workmen shall not lend types without consent on "paine to lose benefit of holydays and copy." The compositors must "keepe their cases cleane and dispose of all woodden letters and two lyne letters and keepe their letter whole while work is doing and after bind it upp in good order. But yf they faile herein, then the master to cause the same to be done and abate for it out of his wages, provided he [the compositor] receive it in like manner as foresaid"— (that is not pied). Pressmen to pay for spoiled sheets. "That no master printer shall hereafter permit or suffer by themselves or their journeymen, any girles, boyes, or others to take off anie sheets from the tinpin [tympan] of the presse, but that hee that pulleth at the presse shall take off every sheet himself."

In 1683 Joseph Moxon, typefounder, of London, published the first text-book of typography, "Mechanick Exercises: Or the Doctrine of Handy-Works, Applied to the Art of Printing." This is a model for text-books, and, so far as typography is concerned, has never been surpassed, if equaled. It is no exaggeration to say that were all knowledge of typefounding and printing lost, and afterward a copy of Moxon discovered, the art could be reinstated with all the apparatus, from the text and illustrations. Moxon's chapter on the "Ancient Customs used in a Printing House" illuminate the human factors in the art in his time. In Moxon there is the first mention of the chapel. "Every Printing-house is by the Custom of Time out of mind, called a Chappel; and all the Workmen that belong to it are Members of the Chappel, and the Oldest Freeman [journeyman] is Father of the Chappel." "That the Chappel cannot Err" was conceded, and all controversies were settled by votes of the members. Moxon gives us the "customs and by-laws" of the chapel, chiefly an enumeration of "solaces" imposed for infractions of the rules, such as swearing, fighting, "giving the Lye," "to be Drunk," leaving his candle burning at night, "letting fall his composing stick and another take it up, three Letters and a Space to lye under the Compositor's Case," pressman leaving his blankets in tympan at noon or over night, or dropping his ink balls. The "solacing" was physical punishment applied with a "paper board" (that is, the long-handled appliance used to lift sheets to the cords stretched below the ceiling on which the sheets were dried) to the posterior while the delinquent was held " on his Belly athwart the Correcting-stone." "Eleven blows on his Buttocks" was a "solace," laid on according to the mercy of the official solacers and the popularity or otherwise of the delinquent. It is from this word that we get the phrase to "give a 'lacing," that is, a thrashing. However, the guilty one might be allowed to commute the solace for a cash payment "for the good of the Chappel," of 12d., 6d., 4d., 2d., or 1d., according to the nature of his offense, and these fines were expended on Saturday night for refreshing the members with good ale, sack or mead, for neither tea nor coffee had then appeared in England. The foregoing nine offenses were generally accepted, yet in some chapels solaces were added for "joyning their Penny or more apiece to send for Drink," or to mention spending Chapel-money till Saturday night, or "to Take up a Sheet if he receiv'd Copy-money," or if any workman sing in the Chapel or salute (kiss) a woman in the chapel, or to put a wisp of hay in the pressman's ball-racks (an impolite reference to the nickname of pressmen, namely, "horses"). When one affirmed anything that was not believed, the compositor "knocked with the back corner of his stick against the lower ledge of his case, thereby signifying the discredit," which practice was still in vogue when the writer learned to set type. "To play at Quadrats, either for Money or

Drink" was a severe solace. This is the practice now known as "jeffing," and Moxon describes it in fourteen lines, telling us that "this Solace is generally Purchas'd by the Master Printer, as well because it hinders the Workmen's work or because it Batters and spoils the Quadrats." Further fines were imposed for the benefit of thirsty chapels "if a journeyman marry"; or if his wife comes to the chapel, "and then all the Journeymen joyn their two Pence apiece to Welcome her," or if a child be born. Typefounders also had their solaces collected if one called "Mettle Lead," or let fall his mold, or left his ladle in the "Mettle"



Joseph Moxon, Printer and Typefounder, London.

Author of the earliest text-book of printing and typefounding.

Born in Yorkshire in 1627.

noon or night. Another source of revenue to the chapels were "Benvenues," which in later and degenerate days came to be known as "paying for a footing" or "drink money." Every new workman paid a benvenue of 60 cents, or otherwise was no member of the chapel. Workmen leaving a printing-house and returning or "Smouting" (leaving one shop temporarily to work in another), paid half a benvenue. Apprentices paid a benvenue (60 cents) when bound, another when free, and another if he continued working as journeyman in same house.

Ben Franklin's autobiography relates his experience as a journeyman printer in London (1724-1726), and confirms Moxon's account:

At my first admission into this printing house (Watts') I took to working at press, imagining I felt a want of the bodily exercise I had been us'd to in America, where presswork is mixed with composing. I drank only water; the other workmen, near fifty in number, were great guzzlers of beer. . . . We had an aleshouse boy who attended always in the house to supply the workmen. My companion at the press drank every day a pint before breakfast, a pint at breakfast with his bread and cheese, a pint between breakfast and dinner, a pint in the afternoon about six o'clock, and another when he had done his day's . And thus these poor devils keep themselves always under. Watts, after some weeks, desiring to have me in the composing room, I left the pressroom, and a new bien venu or sum for drink, being five shillings, was demanded of me by the compositors. I thought it an imposition, as I had paid below; the master thought so too and forbad my paying it. I stood out two or three weeks, was accordingly considered as an excommunicate, and had so many pieces of private mischief done me, by mixing my sorts, transposing my pages, breaking my matter, etc., if I were ever so little out of the room, and all ascribed

to the chappel ghost, which they said ever haunted those not regularly admitted that, notwithstanding the master's protection, I found myself oblig'd to comply and pay the money, convinced of the folly of being on ill terms with those one is to live with continually. I was now on a fair footing with them, and soon acquir'd considerable influence. I propos'd some reasonable alterations of their chappel laws, and carried them against all opposition.

Further light on early printing-house customs is derived from "The Life of Mr. Thomas Gent, Printer, of York, written by Himself," in 1746. Gent, an Irish lad, finished his apprenticeship in London. On becoming a journeyman he provided himself with

a new composing iron, called a stick, because anciently that useful material was made of wood; a pair of scissors, to cut scaleboards; a sharp bodkin, and a pretty sliding box to contain them. I also bought a galley.

. . On my entrance [in 1714] besides paying what is called Benmoney . . . I was obliged to submit to that immemorial custom, the origin of which they could not then explain to me. It commenced by walking around the chapel, singing an alphabetical anthem, tuned literally to the vowels; striking me, kneeling, with a broadsword; and pouring ale upon my head; my titles were exhibited much to this effect, "Thomas Gent, baron of College Green, earl of Fingall, with power to the limits of the Dublin bar, captain general of the Teagues, near the Lake of Allen, and lord high admiral over all the bogs in Ireland."

. . But after all this work, as I was not a freeman, I was discharged in about a fortnight's time.

Gent gives an account of his various journeyings through England and Ireland in search of work, with intimate descriptions of fellow workmen and employers. In 1717 he

had the great happiness of being made a freeman of the Company of Stationers, at their spacious hall, in Warwick lane; and afterwards in the same year, commenced citizen of London, notwithstanding the false objection raised against me in the Court by one Cornish, that I had been married in my apprenticeship; but my master, Midwinter, proved him a notorious liar, and he was reprehended by the warden and others. We dined at a tavern that day, and my part of the treat with other expenses, came to about £3. Thus I became absolutely free, both in England and Ireland, which made me give sincere thanks to the Almighty from the inward recesses of my soul.

There was in English printing-houses at all times until quite recently some sort of crude ceremony of initiation of the apprentice. George Brimmer, who describes himself as "member of the London Union of Compositors, imposer, corrector, locker-up, layer-up and distributer of types," gives an account of his own initiation in "The Composing Room: a serio-comico-satirico-poetico production," London, 1835:

'Tis twelve o'clock — and now with loud acclaim,
Lo! the freed 'prentice issues from the frame.
His seven years' servitude at length is o'er,
His buried wife can harass him no more.
At him as slippers fly from ev'ry hand
He also flies — 'twere dangerous to stand!
And as he marks from whence those gifts are thrown,
He runs around or bobs behind the stone.

At length, exhausted with their strains, the band Forego their labors and quiescent stand; When forth steps one who bears above his brains A vessel to rescue their hard-earned gains. The hint is ta'en — the new loos'd 'prentice stands A crown — and drops of brandy cheer all hands. He drinks their health — and then, with air polite, Invites them all to bon-souper at night.

A description of a similar affair in London in 1846 is printed in *Paper and Print*, of January 3, 1880. The employees were summoned to a "wet chapel," beer and beef and cheese were sent for, work suspended, and white paper placed upon the stones to receive the feast. That these customs were silly and bibulous was due to the low status of printing employees in England, induced by the special monopoly of the printers' guild. In other European countries printers' guilds were governed by the laws

pertaining to guilds in general, and the printers of France, Germany and the Netherlands, employers and employees, stood high in the community. The printer's apprentice was received into the ranks of the journeymen with an elaborate ceremony, in a public hall, to which his family and friends, as well as those of his fellow employees and his employers, were invited. The ceremony was in the nature of a morality play, "Depositio Cornuti Typographici," the earliest known printed copy of which is dated 1621. There was a certain amount of buffoonery, but withal a strain of seriousness and desire to honor the craft and the craftsmen. The prologue is a metrical history and eulogy of printing, a selection from which follows:

Indeed, great princes now do so esteem our Art,
That their own thoughts to print is now a royal part.
Thus Frederick the Third in printing was well skill'd,
A noble printer he, and member of our guild.
By him the printers' crest and coat of arms were made,
Where the compositor by th' eagle is displayed;
Because he soars aloft with more than eagle's flight
Up to eternity, through heaven's ethereal height.
The griffin, born of fire, is made the pressman's mark;
An inking ball he holds, his beak is curv'd and dark.
This is our heraldry, which men, young and old,
As symbols of our craft in highest honor hold.

The printer's house from tax in all our towns is free, With highly learned men he shares this liberty; For so our emperor did, two hundred years ago, Ordain, and from that time it ever has been so. And Frederick William, he of Saxony the lord, A private press maintain'd with printers round his board. And magnates, many more, were curious to see The Art of Gutenberg in full activity.

The epilogue is in similar vein. This is the first stanza:

Our guests and masters good, you maidens and you metrons, Who of this play of ours are pleas'd to be the patrons, Receive our hearty thanks for your attractive presence; Your favor is of our content the sweetest essence.

True 'tis we have not shown to you the real old play, Such as in olden times our workmen did portray In this our ancient town; such was not our intent, But just to keep alive old customs we are bent:

We've only tried to prove how much our Art we love, As our forefathers did — to do the like we strove.

It was a rule of the guilds in Germany, and probably in other countries, "that no one who had not learned printing in the prescribed manner, and got his postulate (that is, received the initiation of the Depositio), should be allowed to own a printing house, and that if any journeyman worked for such a house he was to be excluded from the guild." The edict of the guild could close any printinghouse, as none of the guild members would enter it and the apprentices would be enticed away. For three centuries harmony prevailed in the European printing-guilds, the number of apprentices was restricted, hours of labor limited, and wages maintained at a fair rate. The term of apprenticeship was usually six years, but sometimes four years, which was the minimum. In 1686 a rich man offered 200 thalers to get his son apprenticed for two years, but was refused. The postulate (initiation) fees were heavy, amounting to \$50 or \$60, and tended to keep out the sons of poor people, which was probably the intent, as the working printer ranked ahead of the artisans of all kinds. In 1704 the employees in Nuremberg were granted an ordinance which limited the initiation fees to 12 thalers, but the power of the guild made the ordinance inoperative. These good old customs are described in "An Account of the German Morality Play entitled Depositio Cornuti Typographici [entrance of the printer's apprentice], as performed in the XVII and XVIII Centuries, with a Rhythmical Translation of the German Version of 1648," William

Blades, London, 1885, illustrated, 8vo, pp. 116, value about \$4, very entertaining and inspiring to those who love printing. Blades describes eleven editions of this morality play published between 1621 and 1743. He refers to an account of its performance in Dresden in 1740, and tells us that in the Museum at Lüneberg a set of costumes used in the play are preserved. These were once the property of a printing-house in that city.

Moxon informs us that "The Printers of London, Masters and Journeymen have every year a general feast, which since the rebuilding of Stationers' Hall [1670] is commonly kept there." In another place he tells us that the first yearly feast was held in 1621. He devotes three pages to a quaint and most explicit description of the stately ceremonies, which being over "such as will, go their ways, but others that stay are Diverted with Musick, Songs, Dances, Farcing, &c., till at last they all find it time to depart." The festival commenced at 10 A.M., and continued far into the night. Good hearts were there, for Moxon says:

And whiles these Healths are Drinking, each Steward sets a Plate on each Table, beginning at the upper end, and conveying it downwards, to Collect the Benevolence of Charitable minds towards the relief of Printers Poor Widows.

It was also the custom for the master of each printing-house to give his employees an annual "way-goose" or picnic, ending with a feast at night, in the late autumn, just before it became necessary to work by candle-light in the shortening days. In England to this day roast goose stands in the same relation to social events that roast turkey does with us, hence we get the derivation of the name of this century-old printer's term from wayz (or stubble) goose, the more appetizing variety. To the wayz-goose, Moxon tells us, were invited the "Founder, Smith [pressbuilder], Joyner and Inck-maker, who all of them severally open their Purse-strings and add their Benevolence (which Workmen account their duty, because they generally chuse these Workmen) to that of the Master Printers."

Our ancient craft-brothers had their jolly times, but always their convocations opened with an expression by word and ceremonial of the dignity and worth of their occupation, the wonder of the grand results of which had not yet died out in the public mind; yet the conditions under which they worked, in common with all other artisans of their time, might seem burdensome to us. In 1683 glazed windows were luxuries, yet most of us will be surprised to read in Moxon:

It is also customary for all the Journey-men to make every Year new Paper Windows, whether the old will serve again or no; Because that day they make them, the Master Printer gives them a Way-Goose.

Again, chimneys were luxuries, and printing-houses must have been cold places, what with paper windows and no fires except in braziers. It always seemed curious to me that in all early pictures of printing-plants the compositors are wearing coats, while pressmen are in shirt sleeves, and it was not until I read that chimneys are a comparatively modern invention, while stoves are still later, that I understood that the coat was not an evidence of superior dignity (as I had supposed), but of the chill which in certain months stiffened the compositor's fingers. We learn nothing until 1785 of the wages paid, except that Moxon tells us that journeymen are paid for holidays "whether they work or no," the same as on work-days, " be it half a crown (60 cents), two shillings (48 cents), three shillings (72 cents), four shillings (96 cents), &c." Pressmen were paid by the piece, as indicated by the rule restricting the number of over sheets in each token. In 1785 the scale called for 18 cents per thousand ems; in 1800 the price advanced to 20½ cents; and it must be remembered that these prices included making up and locking up, but with the advantage of phat of short pages, blank pages, sunken headings, running-heads, picked up, etc. The employer paid for composition ready to go to press, except that author's corrections were extra. Working-hours were undoubtedly long. The first scale of prices in England was put into operation in 1800, and in it the only reference to hours is: "Night-work to commence and be paid for from ten o'clock till twelve, 1s.; all after to be paid 3d. (6 cents) per hour extra till six. Morning work commencing at four o'clock to be paid 1s. (24 cents) extra.



Thomas Gent, Printer, of York.

Distinguished in his time (1691-1778) as master printer, publisher, historian and antiquary. His autobiography gives us an intimate view of conditions in printing-houses of the early eighteenth century.

Sunday work, if not exceeding six hours, to be paid for, 1s. (24 cents): if for a longer time, 2d. (4 cents) per hour." These wages, I suppose, were extra to the earnings of the piece workers at a time when practically all composition was done by piece work, the display composition being limited to title-pages and the headings of broadsides or show programs. In 1800 there was no commercial printing other than legal blanks and broadsides, and no display types other than two-line and title letters. Work, we see, might commence as early as 4 A.M. (sunrise in summer), if necessary, but we do not know when the regular day's work commenced (probably at six); neither do we know when the regular day's work ended, though no overtime was paid until 10 P.M. Doubtless the conditions in 1800 were no worse than in 1500 or 1600, for the method of printing had not changed in all that time. The records of other occupations give us a clue to the hours of the printers. In 1345 the rules of the Spurriers' Guild limit their working-hours from "dawn to curfew." The curfew bell usually rang at 8 P.M. After that we may suppose supper would be in order, and then "night work to commence and be paid for from ten o'clock." In 1720 the journeymen tailors of London petitioned Parliament for relief, demanding a day of fourteen hours, less meal times, with higher wages, "for 'tis certain that to work fifteen hours per day is destructive to men's health and especially their sight, so that at forty years old a man is not capable by his work to get his bread"; and in reply the greedy employers complain that "the men insist upon having 12s. 9d. per week instead of 10s. 9d., the usual wage, and leave off at 8 of the clock at night, instead of 9, their usual hour, time out of mind." Thus the tailors commenced work at 6 A.M., and so doubtless did the printers, but if required to commence at dawn, or 4 A.M., "to be paid 1s. extra."

ing were not nearly so good as they were in France, Holland and Germany, where no monopoly of printing existed.

Few as are the records, yet when they are brought together they give us a dim perception of the life of the English typographers, most of them building better than they knew, more for the benefit of those to live in after years than for themselves.

Our next article will deal with the apparatus they used, and their methods of printing.

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REMNANTS OF A MIGHTY RACE.

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In 1794 the bookbinders of London demanded, but did not get, "a day of 12 hours, less 11/2 hours for meals." Half an hour for a meal. We suppose, therefore, that the printer's regular day was from 6 A.M. to 8 P.M., less one and one-half hours for meals, during the first two centuries. No marvel, then, that British workmen were drunken. The only rest they got in daylight was when they were drunk and unafraid; when sober there was nothing to do but work until sunlight utterly failed. All of daylight was for work, and also part of the candle-light - the old-time farmer's hours, in fact, plus candle-light hours; dim, sputtering lights, cold workshops, no recreation in sunlight save on Sundays and holidays - that was the lot of all artisans in "the good old times" in "Merry England." Not until labor-saving inventions came in after 1800 did workingmen take courage to shorten the hours of work. Precisely the same conditions prevailed in New York in 1807, as we read in the autobiography of Thurlow Weed, who worked there as a journeyman, and has left us the best account of printing-trade conditions in his young years. Conditions in England in the first three centuries of printMOXON, JOSEPH. Moxon's Mechanick Exercises, or the Doctrine of Handy-works applied to the Art of Printing, a literal reprint in two volumes of the first edition published in 1683, with preface and notes by Theo. L. De Vinne, New York, 1896, 8vo, 2 vols., illus., pp. xviii, 196; 197-430, worth about \$12.

Moxon was a typefounder and printer, maker of mathematical instruments, and author of several works on mathematics and mechanics. He was much honored as hydrographer to King Charles II. and enjoyed a large salary. He was a fellow of the Royal Society which gave our Franklin a gold medal for his discoveries in electricity.

GENT, THOMAS, The Life of Thomas Gent, Printer, of York, written by Himself, London, 1832, 8vo, pp. iv, 208, worth about \$4.

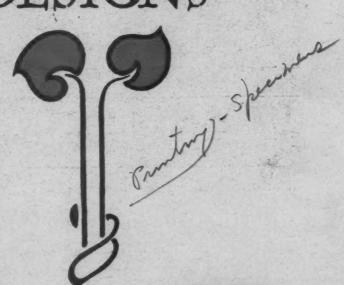
After various experiences as a roving journeyman, Gent distinguished himself as a master printer, publisher and author of local histories. The autobiography was written in 1746, but not printed until 1832, and although some of the manuscript was lost before printing, this gossipy narrative, full of personalities and complaints, gives us a more intimate view of the state of the journeyman than any other.

WEBB, SIDNEY and BEATRICE. History of Trade Unionism, London,

WEBB, SIDNEY and BEATRICE. Industrial Democracy, new edition, London, 1902, 8vo, pp. lxi, 929.

CAPACITY without education is deplorable, and education without capacity is thrown away.— Saadi.

# DEPARTMENT OF RESET DESIGNS



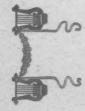




The Howard University Choral Society

Presenting Handel's Oratoris

The Messiab



Mr. Roland W. Hayes - Tenor

Mis Lulu V. Childers - Contratto

Mr. C. C. Clarke - Baritone

Wednesday and Thursday, December 20 and 21, 1911, at Eight o'clock Rankin Memorial Chapel Howard University

THE HOWARD UNIVERSITY CHORAL SOCIETY

Presenting.

THE MESSIAH

RANKIN MEMORIAL CHAPEL HOWARD UNIVERSITY



Mrs. Martha B. Anderson - Seprene Mr. Roland W. Hayes - . Tener Miss Lulu V. Childers - Centrallo Mr. C. C. Clarke - Beritore WEDNESDAY AND THURSDAY EVENINGS DECEMBER 20 and 21, 1911 AT 8 O'CLOCK

By J. P. Gomes, Honolulu, Hawaii

# Dosser Arothers

MUSIC

## RECITAL

PROF. RUDOLPH KRATOCHWILL



WEDNESDAY EVENING, APRIL TWENTY-EIGHT NINETEEN HUNDRED AND FIFTEEN EIGHT O'CLOCK

DOSSER BROTHERS MUSIC DEPARTMENT

# RECITAL

PROFESSOR RUDOLPH KRATOCHWILL



WEDNESDAY EVENING APRIL 28, 1915 EIGHT O'CLOCK

By HARRY W. LEGGETT, Ottawa, Ontario

Rules, Regulations and

Ordinances

0

Board of Water Commissioners

OF THE

Inwood Avenue Water District Cown of Greenburgh

1915

RULES

REGULATIONS ORDINANCES

Board of Water Commissioners Inwood Avenue Water District Town of Greenburg: 1915



By GEORGE WETCH, New Orleans, Louisians

"Victory in November"

\* \*

## Annual Convention

OF THE

# Westchester Fourth Assembly District

Chursday, May 6th, 1915

From 10 A.M. to 5 P.M.

\*

AT THE ROOMS OF THE

# White Plains Federation of Women's Clubs

Cor. Orawaupum St. and Martine Ave. One minute from New York Central Railread Station and the Trolley Terminal

"VICTORY IN NOVEMBER"

ANNUAL CONVENTION

### WESTCHESTER FOURTH ASSEMBLY DISTRICT

THURSDAY, MAY 6, 1915



AT THE ROOMS OF THE WHITE PLAINS FEDERATION OF WOMEN'S CLUBS CORNER ORANAUPUM STREET & MARTINE AVE.

ONE MINUTE FROM NEW YORK CENTAL RALL.

ROAD STATION AND THE TROLLEY TERMINAL

By D. B. GUSTAFSON, Red Wing, Minnesota

WILLOWGATE STOCK FARM

SHEFFIELD, ILL.

Registered Mulefoot Hogs
Big Type, Large Bone
Solid black, smooth, with long deep sides, much quality, good to look at; no pampered stock sold; grown to retain their natural vigor and health. Stamina is what makes this breed the most profitable to raise.

R. G. SWIGART

Registered Jersey Cattle Large Producing Strains

BUREAU COUNTY

More butter-fat at less cost of feed than any other breed of cattle. Build up your herd by buying a bettet Jersey bull. I have that kind. Stock always for sale, prices reasonable quality considered.

\_191

Registered Jersey Cattle

Large Producing Strains

More butter-fat at leas cost of feed than any other breed of cattle. Build up your herd by buying a better Jersey bull. I have that kind. Stock always for sale, prices reasonshle quality considered.

Registered Mulefoot Hogs
Big Type, Large Bone

Solid black, smooth, with long deep sides much quality, good to look at; no pampered stock sold; grown to retain their natural vigor and health. Stamina is what make this breed the most profitable to raise.

#### WILLOWGATE STOCK FARM

[R. G. SWIGART]

SHEFFIELD, ILLINOIS

By ELLIS COLEMAN, Shreveport, Louisiana

#### DISTRICT VICE-PRESIDENTS

DISTRICT VOCE-PRESIDENTS

"U. J. HILL, MANNESL

—DON C. SCVAY, TRENTON

—JOHN W. PARRY, CAMERON

—C. N. PHILLEY, ST. JOSEPH

"MALTER W. MARNOEN, KANSAS GITY

—O. G. BOISSEAU, HOLDEN

—JAMES J. ALOORS, SEMMAPPELD

—WALTER MARNIS, STURGEON

—WHILLIAM STUBSELL WILDER,

—WH. G. KITCHEN, ST. LOUIS

—WM. G. KITCHEN, SLOOMFIELD

—J. M. MCANULTY, NOSOMO

—OR R. ERFEUER, NEWBURG

#### Association Young Republicans of Missouri

PRESIDENT-JESSE W. BARRETT
702 THIRD NATIONAL BANK BUILDING, St. LOUIS

SECRETARY TREASURER—H. R. ERHIS REPUBLIC BUILDING, KANSAS GITY

SIXTEENTH ANNUAL BANQUET, FEBRUARY 12tm, 1915, ST. LOUIS, MO.

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President-1838 W BARRETT, 702 Third National Bank Building, St. Louis

Secretary-Treasurer-H. R. ENNIS, Republic Building, Kansas City

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DISTRICT VICE-PRESIDENTS

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10th—Julius S. Frydt, &r. &t. Louto
11th—Grant Gillengle, &t. Louis
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13th—William Russell Wilder, &tr. Convoirus
14th—Win. C. Kitchen, Bloomfold
15th—J. M. McAnulty, Newsho
16th—Dr. R. E. Breuer, Newburg

Sixteenth Annual Banquet, February 12th, 1915 ST. LOUIS, MISSOURI



Abingdon State Summer School

ABINGDON :: VIRGINIA

OPENS JUNE 23nd

CLOSES JULY 20TH

By Ellsworth Gmst, Akron, Ohio



BY J. L. FRAZIER.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Business-Cards - A Few Suggestions.

Business-cards came into being through the necessity for a means of introduction by which one business man calling upon another could save the latter the embarrassment caused by a misunderstood name, and, at the same time, to place before the recipient quickly the line of business represented by the caller. It offers, also, a means of dismissing a caller easily and quickly, and without offense, should the man called upon be too busy to talk or not at the time in the market for the line represented by the caller.

There are two classes of business-cards — formal and informal. The distinction between the two is largely determined by the style of arrangement. The nature of the copy, too, has its part to play. If simply the firm-name, address, nature of business and, perhaps, the name of the representative presenting it are given, and these items are arranged in the conventional style illustrated in Fig. 1, we refer to it as a formal, or conventional, business-card. On the contrary, if the arrangement is in any way unusual — that is, different from this conventional style —

GEO. M. WORTHINGTON

THE ROYAL PRESS
LYNDON, KANSAS

FIG. 1.
The formal style of business-card.

This first use of the business-card is the use to which it is put by the larger firms to-day, and by no means the least important item carried by a firm's salesman is his packet of business-cards.

In the smaller towns, and by the smaller business firms in all cities, the business-card is put to another use. The purpose it serves such firms is largely that of advertising, and it is certainly a very effective vehicle of publicity. With a supply constantly carried in his pockets, the business man can hand them to prospective customers whom he meets on the streets or can place them on desks, in buildings, and in fact any place where they are at all likely to be seen by men who at one time or another are going to be in the market for the line of goods he handles. When business-cards are designed for such a purpose, the copy is generally pretty heavy and the problem of arranging it often a difficult one.

DR. HERMAN SINCLAIR

OSTEOPATHIST

OFFICE HOURS: 8.80 A. M. TO 10.48 A. M. 2516 WASHINGTON STREET

CHICAGO

Fig. 2.

The conventional business-card of a doctor.

and if the matter printed thereon is in character or amount a departure from the conventional, we term the card an informal one.

The large concerns which use business-cards as a means of introduction cling closely to the dignified, conventional style. Because of the domination of this class of work by the steel-die and copper-plate printers, the firms who turn over their business-card printing to letterpress printers frequently demand that it approximate in appearance the work of the engraver. To enable the printer to successfully handle this class of work, the typefounders have cast a number of series of type in close imitation of the letter styles most frequently used by the steel-die and copper-plate printers. With these faces, if he is careful to use only sufficient impression to print the letters sharply, with no trace of punching through on the back, the printer can closely approximate the

work of the engraver. A good grade of heavy black job ink should be used in printing.

In the arrangement of a formal business-card a few simple rules should be followed. The firm-name, being the item of greatest importance, should be set in the largest size of type on the card and placed at the point of vertical balance, which is slightly above the center of the card. Immediately beneath

compositor can do with copy in the arrangement of an informal business-card. Perhaps, then, the best definition for an informal arrangement is that it is any which is not formal, and, since the formal style is restricted and very readily defined, the distinction between the two should not be at all difficult. In informal arrangements, just as in formal designs, the rules of design — shape harmony, tone harmony,

#### NAME OF THE FIRM

The Line Business Firm is Engaged in



In this corner may be placed the telephone number, name of representative or other items of minor importance. The street address may be placed here CITY AND STATE HERE

Fig. 3

The order of display in the ordinary conventional business-card is here represented by the comparative sizes of type used.

this line the character of the firm's business is given, set in the second largest size of type, and below this line, or in the lower right-hand corner of the card, the name of the city and street address is given, the item being third in importance on the card. The lower left-hand corner can be utilized for printing in small type the representative's name, the telephone number, or such other items as it may be deemed advisable to print (Fig. 3). But, perhaps, the most formal, dignified form of business-card is that in which the name of the man presenting it is placed at the point of balance and the name of the concern he represents in the lower left-hand corner, all in small type on a small card (see Fig. 1).

Without restrictions, there is no limit to what the

proportion, balance and display—should be given careful consideration, for nothing is farther from the truth than the assumption on the part of a few printers that to be informal a design must be freakish. The watchword should always be "Good printing first." As an example, a very good informal business-card (Fig. 4) is herewith shown and a comparison of it with the conventionally arranged design in Fig. 3 should make a distinction between the two styles not at all difficult.

In these modern commercial days many, in fact the vast majority, of the large business concerns feature their line with a trade-mark which serves as a guide to selection for customers and, at the same time, as a vehicle of publicity which has proved its

m

The Marchbanks Press 114 East 13th New York

OFFICE SUPPLIES

LOOSE . P LEAF

HOME PHONE 49

#### The Sterling Printing Company

DESIGNING AND PRINTING

315 CROGHAN STREET

FREMONT, OHIO

This business-card makes its appeal for attention in the rugged style of its design, which is distinctly novel.

A simple, dignified style of business-card designed along conventional lines and always considered satisfactory. value in any number of instances. The trade-mark, in reduced form, is a very efficient means of ornamentation on business-cards. It has the merit not only of embellishing the design as a spot of decoration, but at the same time it impresses the name of the product for which it stands upon the mind of the recipient of the card. Wherever a firm has a line of goods which is featured by a trade-mark, the

key to its proper typographic handling. For bankers, undertakers, lawyers, doctors and butchers — in fact, all businesses of a cold, sordid or ethical nature — the formal style of business-card arrangement is the best; but in the vast majority of cases informal arrangements are in order, provided, of course, the decoration, design and color treatment are harmonious with the subject. The florist's card, the art

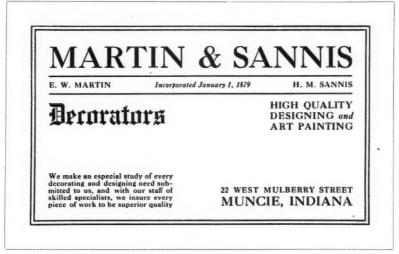


FIG. 4.

A style of unconventional business-card frequently used in the smaller towns and by small firms more as a means of advertising than of introduction.

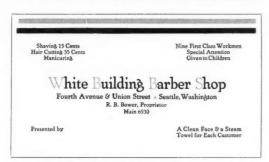
mark should by all means be made a part of the business-card.

The matter of stock is also deserving of consideration. The stock most adaptable to business-card printing is a hard, rough-finished, white stock of two or three ply thickness. On formal, conventional designs this stock furnishes all that can be desired in giving the appearance of quality, provided, of course, as stated in a preceding paragraph, a good grade of black job ink is used in printing. On the other hand, if a greater amount of individuality is desired, informal type arrangements printed on tinted or colored stock in colors of ink harmonious with the stock give those who want it all the distinction they desire.

The character of a firm's business is the correct

dealer's, the printer's, the real-estate dealer's, in fact many others the natures of which suggest some unusual treatment, are subject to informal design and printing. Good judgment is the best guide both in the selection of the business for decorative treatment and the character of the decoration. The fitness of things should never be disregarded.

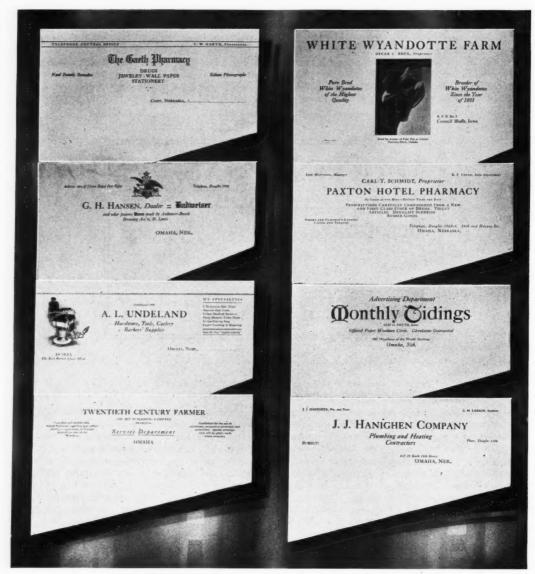
In the treatment of business-cards, German printers disregard convention as a rule, and their work is characterized by marked originality. Not only do they ignore convention in typographic arrangement, but in the size of cards and type as well. Many German firms use business-cards as large as our own Government postal cards, and these vary in shape



A suggestion of a barber's pole is given by the two heavy rules at the top printed, in the original, in red and blue.



A good example of the treatment given business-cards by German typographers, who disregard convention almost entirely.

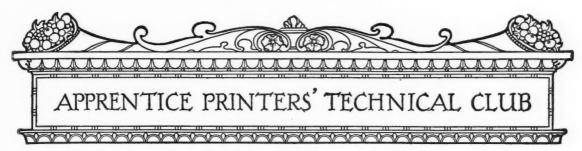


A page exhibit from "Better Printers — and Why," a handsome brochure issued by The Beacon Press, Omaha, Nebraska, illustrating the possibilities of type and ornament in letter-head construction.

from a narrow oblong to an absolute square. As a rule, they are printed in striking and yet harmonious colors, and not at all infrequently upon stock of bright colors. Often, too, the type used on these cards is so bold that it would strike the average American business man as being crude, but, just the same, one who has looked over any number of German business-cards is forced to acknowledge that they are highly significant and fraught with rare advertising value. One of these is reproduced on the preceding page as an example to show how far the German printers will go in their disregard for convention.

In the composition of business-cards the compositor has an excellent opportunity to display his talent. With copy of comparatively few words, the actual work of composition is slight and he can, therefore, give the job careful thought, perhaps making several rough sketches so that he can decide on the best arrangement.

WE all have two educations, one from others, and another, and the most valuable, which we give ourselves. It is this last which fixes our grade in society, and eventually our actual condition in this life, and the color of our fate hereafter. All the professors and teachers in the world would not make you a wise or good man without your own coöperation; and if such you are determined to be, the want of them will not prevail.— John Randolph.



BY J. L. FRAZIER.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value.

Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers'

Technical Club, 624-632 Sherman Street, Chicago.

#### Make It Readable.

The majority of printers, and particularly apprentice printers, are too eager to display. Forgetful of the fact that to bear fruit an item of printing must first of all be read, they "bring out" everything possible at a sacrifice of legibility, and quite frequently, too, rearrange the copy to fit their scheme of

deny that it may impress the recipient who simply gives it a cursory glance, so that when he is in need of printing he may think of the St. Luke establishment, and it is quite likely to bring some business.

But, what about the recipient who attempts to read it? We must admit that the majority will, or turn our backs to our own bread and butter. He is

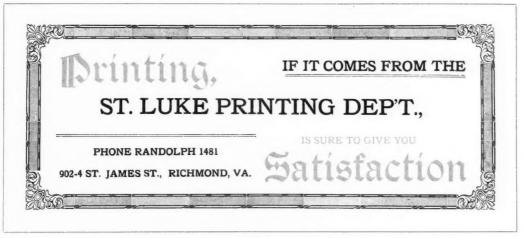


Fig. 1.

Grasping the idea presented is made difficult because of the manner in which the display is broken up and the illogical arrangement of the words and phrases.

display. Display is important not only to attract attention to the circular, advertisement, blotter, or whatever the item may happen to be, but also to emphasize important features therein. It should not in any case, however, interfere with the easy reading of the item, for when it does it defeats its own object.

We show herewith a blotter (Fig. 1) sent us by a Virginia apprentice, which offers as good an illustration of the points we shall endeavor to bring out as we could ask for. On receipt of this blotter the business man is impressed with the two words, "Printing" and "Satisfaction," which are printed in red ink. He may associate the two, and with them the name of the St. Luke Printing Department, the display line between the two, and the blotter may not be altogether useless. We will not attempt to

in for a troublesome time, and the chances are he will hurl it away in disgust as a "mixed-up mess," for its arrangement has many of the characteristics of a Chinese puzzle. Why? you ask. Simply because, in order to place his two main features, "Printing" and "Satisfaction," in opposite corners, the compositor was compelled to break up his display into so many groups that continuity was lost. The words, "if it comes from the," are so far removed from "Printing" that few would suspect connection. Words and phrases do not follow in logical order as they should, and it is, therefore, difficult to get the full sense of the words.

While it is not considered poor composition to bring out one line of a phrase, subordinating the remainder of the words, for the purpose of attracting the attention of the reader, it should not be carried to an extreme. For securing a heading to an advertisement, circular, blotter, or other item of publicity printing, it represents the most common practice. But the plan should not be practiced throughout

be used in combination with the rectangular panel. An inverted pyramid form of ornament, hanging pendant from the panel, would have been better. The lines of type on the Noel Maxwell Hall letter-head are scattered too much, occupying more space than is desirable on a two-third size letter-head. On your own letter-head, the name of the paper, which should be by far the

## Printing is Sure to Give You Satisfaction if it Comes from the St. Luke Printing Department



PHONE RANDOLPH 1481 902-4 ST. JAMES STREET

RICHMOND, VA.



FIG. 2

An arrangement in the simplest manner possible, which has the advantage over Fig. 1 of being easily read and for that reason has far greater advertising value.

a job as in the case of Fig. 1, setting one word in one size and style, the next few in a variation, several more in another size and style, and so on throughout the design. Where a phrase or sentence constitutes one display item, it is preferable to set all words in a given size and style of type in the interests of readability. There is a suggestion of a change in subject in a change of style and size of type, and certainly there is a pause at the changes, so that reading is not as easy and satisfactory as when there are no breaks.

To illustrate this idea of ours as to the necessity for a logical arrangement of copy, we have prepared a resetting of Fig. 1 (shown as Fig. 2). In it the reader will note that the words and phrases are arranged in logical, grammatical order, and that the whole is infinitely easier to comprehend than the original; and where, in the original, only the words "Printing" and "Satisfaction" possess force, here the entire sentence strikes with the same vehemence.

Do not break up your display into many groups and do not disarrange the logical order of your copy to fit some scheme of display. There is much greater danger of overdisplay than of too little display. The legibility of the copy is the thing, and any arrangement which makes reading difficult should be discarded.

#### Review of Specimens.

WILLIAM F. JANSEN, Covington, Kentucky.— The letter-head for the Lewisburg Improvement Association is interesting in arrangement, but the ornaments are a little large and too black in tone to harmonize with the remainder of the design. Spacing is a little too wide between words in the main display line.

SAMUEL A. MEYER, Harrisonville, Missouri.— There is apparent in your work a tendency toward overornamentation, and, at the same time, toward the use of larger sizes of type than necessary on commercial work. The ornament on the letter-head for the Harrisonville Baseball Association is not the correct shape to

largest line of type thereon, is so little larger than the unimportant items that it does not stand out as it should. Its effectiveness is hampered also by the complex arrangement of the heading. Printing the outside rule border in red, the fourth color, hampers rather than increases the effectiveness of the design. Again we repeat, the simplest way is best. The large circular for H. J. Thomas is very satisfactory, and is thoroughly in keeping with the style demanded by sales-promotion concerns.

W. C. Curtiss, Kalida, Ohio.—You have given to all the specimens sent us the "touch" considered essential to good show-printing—namely, unconventional, unusual, bold display. We would prefer the square corners on all four corners of your envelope printed in red and black on buff stock. Your business-card has the snap of originality. Presswork could be improved on all the work by a more careful make-ready and a better grade of ink.

Walter K. Mott, Yazoo City, Mississippi.— The letter-head is well displayed, but, in our estimation, an improvement would result if the two upper groups were placed in the corners rather than toward the center, in order to make the top marginal spaces more nearly uniform. The rules printed in green below the lines of italic add no appreciable strength to the lines and detract materially from the artistic appearance. With these removed, and a small spot of decoration printed in green below these lines, a decided improvement would result.

#### LITTLE THINGS.

Many men fail in life from the want, as they are too ready to suppose, of those great occasions wherein they might have shown their trustworthiness and integrity. But all such persons should remember that in order to try whether a vessel be leaky, we first prove it with water, before we trust it with the wine. The more minute and trivial opportunities of being just and upright are constantly occurring to every one; and it is an unimpeachable character in these lesser things that prepares and produces those very opportunities of greater advancement, and of higher confidence, which turn out so rich a harvest, but which only those are permitted to reap who have previously sown.— Colton.



BY J. L. FRAZIER.

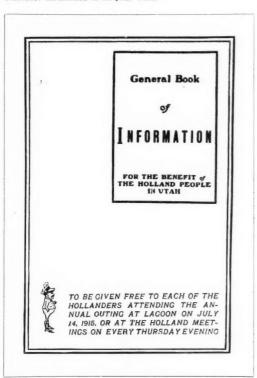
Inder this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose hould be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included a packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat, If rolled they will not be criticized.

H. J. Bradfield, Helena, Arkansas.—The work you are turning out is on a par with the best, and no serious fault can be found with any of it.

ESKEW JOB PRINT, Portsmouth, Ohio.—The blotters are excellent in a typographic way, in keeping with the high standard of excellence maintained in all your work.

artistic, attractive printing. There is not the least suggestion of the commonplace in any of the specimens sent us.

HARRY C. MERTZ, Shakopee, Minnesota.—The blotter is very satisfactory, but we are sure the rules which connect the panels needlessly could be omitted and the appearance of the job improved by such omission.

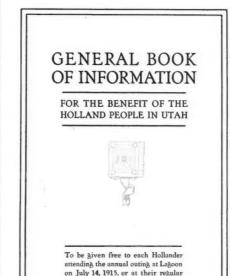


An unattractive booklet-cover in which proportion and balance are all out of gear and which has nothing in attractiveness to recommend it.

Quids and Quads, house-organ of the W. P. Dunn Company, Chicago, continues to be one of the most interesting and attractive papers which reach this department.

THE K. C. BILL OF FARE PRESS, Kansas City, Missouri.— The Swanson Announcement is a clever thing, as is also the Clayton bill-head. Colors are particularly pleasing in both cases.

STUTES PRINTING CONCERN, Spokane, Washington.— There is nothing new to say about your work; it is the same individual,



A rearrangement from a sketch made by Wm. J. Kouw, Ogden, Utah, which possesses all the essentials of an attractive job of printing.

meetings on every Thursday evening.

P. LIBERMAN, New York city.—The tickets are very well arranged for work of that character, which is difficult, but we do regret the combinations of extended and condensed type.

THE OBSERVER PRESS, Fillmore, New York.— The blotters are satisfactorily composed, but the use of a brighter orange in printing would make them more attractive, and hence effective.

The Hardisty Mail, Hardisty, Alberta.—For a panel arrangement, your heading is well designed, but in the absence of good

rule we would have set it in some other style to avoid the unsightly joints and breaks which mar the appearance of the heading.

HERALD PUBLISHING COMPANY, Albany, Georgia.—The folder for the Bullard Pecan Nurseries is attractive, but an improvement would result if the main group on the title-page was lowered six points or one pica, for as it is the page appears top-heavy.

THE September issue of Scholl's Messenger, house-organ of The Scholl Printing Company, Chillicothe, Ohio, is an especially attractive number. Printed throughout in blue and a rich yellow on gray stock, the effect is very pleasing and is in itself a recommendation of the firm's capabilities.

Eighth Annual Concert of the Chicago Musical Association

> Monday evening, January 20, 1908 Admission One Dollar

Simple, attractive arrangement of business-card by Ralph W. Polk, Chillicothe, Ohio.

Walter Wallick, Galesburg, Illinois.—Your very handsome booklet for the Knoxville Woman's Club is marred in several places by combinations of old-style and modern type, the lack of harmony between the two being readily apparent. The coverpage is especially attractive.

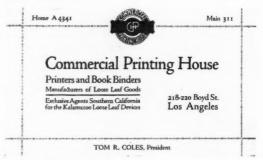
I. M. Harris, McGraw-Phillips Printing Company, Inc., New York city.— The specimens sent us are characterized by a simple, orderly arrangement which is certain to prove acceptable to every discriminating buyer of printing. Your work has improved very much indeed since we first saw it.

THE FELLERS ENGRAVING COMPANY, Lima, Ohio.— As a novelty, your letter-head scores high, and we admire the colors very much

It is reproduced. The other specimens are uniformly good, and to find fault with any of them would be to voice personal taste rather than to offer real constructive criticism. Two arrangements of the same copy, an invitation-hanger for the recent convention of the United Typothetæ and Franklin Clubs, are also attractive.

ARTHUR R. EDICK, Johnstown, New York.—All of your specimens are good, but on the ticket for Class Eighteen the main display line is, for most attractive results, too near the length of the succeeding line, and a greater variation in length by changing either of these lines would result in an improvement to the card.

NORTH SHORE PRESS, Chicago, Illinois.— Your blotter is very attractive in an artistic way, and the colors are well chosen for



Interesting, informal arrangement of a business-card by John Murray, Los Angeles, California.

use on that particular stock. "Exactness in Printing," your display idea, is one which should appeal to all buyers, for it is perhaps the most important consideration to the average business man.

RALPH W. Polk, Chillicothe, Ohio.—Taken all the way through, the last collection of your specimens is the best ever received from you. You have given an interesting, effective appearance to all the temperance post-cards. No serious fault can be found with any one of these specimens.

ROBERT E. CRANE, Rockdale, Texas.—The letter-head and envelope are very attractive in a general way, and the colors used in printing—blue, brown and gray on gray stock—are well

FARMERS' PHONE: Studio 30-12; Residence 161-31

ALL OUTSIDE ORDERS PROMPTLY EXECUTED

#### LEON A. LUCE

Portraiture

ENLARGEMENTS
IN CRAYON, SEPIA AND
WATER COLOR



COPYING
PICTURE FRAMING AND
AMATEUR WORK

STUDIO AT SEVENTY MAIN STREET

Farmington, Maine,

Artistic letter-head design by Clarence A. Merrill, Farmington, Maine.

as well. Personally, we are not fond of the lower-case e's as used in the lines of capitals, even though the same height as capital letters.

WILLIAM B. SCHMITT, Louisville, Kentucky.— Your businesscard is attractive in appearance, and the colors are very pleasing indeed, but we regret that the decoration around the initial "P" is of such nature that the separation of the letter from the remainder of the word is greater than it should be.

JOHN MURRAY, Los Angeles, California.— You need offer no apology for the Commercial Printing House business-card, for in it you have surmounted all difficulties and given your employer a card he need never be afraid to present a prospective customer.

chosen. Spacing is at fault, however, there being entirely too much between words in a number of the lines.

CLARENCE A. MERRILL, Farmington, Maine.—Of the specimens sent us, we admire most the stationery for Leon A. Luce, mainly, we suppose, because of its artistic, bookish appearance, a style particularly suited for the work of a photographer. The ornament should have been printed in a comparatively weak color in order to equalize the tone of the whole design. The letter-heads are all particularly good, but on the card, "Are You a Knocker or a Booster," the blue is too dark and the red could be improved greatly by the addition of a little yellow. One of your attractive designs is reproduced.

FLOYD H. HAMILTON, Marcus, Iowa.— The booklet-cover is attractively composed, and the colors—gold on lavender stock—are very appropriate for the program of a women's club.

THE INCLESIDE PRESS, Chicago, Illinois.—Of the two businesscards, we admire most the one set in Art Craft and printed on white stock. The rules are too heavy on the other card, and there is also a sense of congestion apparent because of its crowded arrangement.

E. ALFRED GORSUCH, Baltimore, Maryland.— The slip is very attractive. A full display line at the top would improve its appearance, but with the same words such a large size of type would have to be used that the variation between display and the

to result. Better a single paragraph, which will present no difficulties in reading, than such display that necessitates wide separation of items which depend on each other for sequence. The appearance of the design is not bad. Read article in Apprentice Department on page 69.

O. E. Booth, Creston, Iowa.— The specimens you have sent us are neat and orderly in arrangement, and consequently attractive. We see no merit, however, in border arrangements such as you have made on your paper's letter-head. Being incomplete, an unpleasant effect is produced. Your personal stationery is interesting indeed and attractive as well. The lines of the Financial Report cover-page are too closely spaced.

"BRAMAIRD" Thorobred Belgian is King of the Farm

Yearly Catalog Published and Mailed on Request



#### Baberhill, Mass.

Unusual, but highly satisfactory, letter-head by the A. B. Doerty Printery, Findlay, Ohio.

small type would be entirely too great. It is thoroughly satisfactory, however, as it is.

B. R. BRUMAU, Riverside, California.—All the specimens are excellent in every way, and, aside from the point you yourself have made with regard to the lack of harmony between shape of initials and shape of the cards in which they are used, no serious fault can be found.

George W. Phillips, Watertown, New York.—You did very well indeed with the series of Kumfy Kloth advertisements, the typography, though unobtrusive and allowing the interesting cuts to strike with full force, is so arranged that it is easily read and the points readily grasped. Your customers should be well pleased with the service you have given them.

THE DUBOIS PRESS, Rochester, New York.—The catalogue, "Gear Planers," executed by you for the Gleason Works, Rochester, New York, is one of the handsomest books of its kind we have ever seen. Every detail of its execution has been carefully and intelligently worked out, but its predominant feature is the half-tone work, the superior of which we have never seen. You can feel very proud of this product of your plant.

H. P. Jones, Greenville, Texas.—The title-page of the booklet, "The Laymen's Movement," would be very good indeed if the page had been set in even picas so that the border would work out evenly. Nothing is more displeasing than large gaps of white space between units of a border which are designed to fit snugly. The form was not properly imposed, too much being allowed in



WM. R. DAWSON Proprietor

Raisers and Golden Russet
Rome Beauty
& Rambo
Apples



The Sill River Orchards were founded in 1810 by Richard Dawson, the grand-ather of the present owner. The knowledge attained through experience has been handed from father to son through several generations. This store-house of orchard learning is responsible for the well known Still River Orchards Quality.

R. F. D. No. 36 Gettysburg, Penn.

Another attractive letter-head from the house of Doerty. Original in green, on green stock.

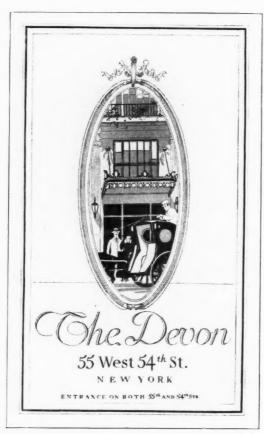
THE NURKIN PRESS, Newark, New Jersey.— The letter-head you have sent us is not a poor specimen, neither does it possess the qualifications of a really good one. In the first place, it appears to us as being overelaborate in the way of decoration. We would prefer a simple, dignified arrangement, with perhaps a single spot of decoration, and that should be pertinent to the printing business.

THE souvenir bulletin of the Annual Outing and Pienic of the Robert Smith Printing Company and employees, Lansing, Michigan, is an interesting booklet of sixteen pages and cover, filled with interesting reading and the program for the day. Mechanically, it is highly satisfactory, being one of the most attractive pienic programs we have ever seen. Advertisements are particularly well composed.

L. C. MILLER, Richmond, Virginia.— The scattered arrangement of the several lines is such that reading is made difficult—the items do not follow in logical order and confusion is sure

the back margins, and the marginal spaces are not correct. The inside or back margin should be the smallest of the four, whereas in this job it is the largest.

The A. B. Doerty Printery, Findlay, Ohio, has demonstrated its enterprise and proved its ability beyond question by the production for the Hammermill Paper Company, Erie, Pennsylvania, of an extensive set of letter-head designs to illustrate the adaptability of Hammermill Bond to business stationery. The designs are models of typographic neatness and the variety of ideas presented in them will prove of service to all printers receiving a set, both as to furnishing ideas for composition and in color selection. This should prove valuable to the paper company, in that it will keep the stock before the eyes of the printers and customers all the time, when blank samples or poorly printed samples would fail to make an appeal. The work is all by Mr. Doerty and J. Glenn Holman, a very promising young printer in his employ.



First page of handsome folder by Calkins & Holden, New York city.

LLOYD T. PAGE, Buena Vista, Virginia.—The bill-head appears crowded, due to the use of larger sizes of type than necessary in some cases. Every line, with the exception of the firm's name, could be reduced one size or more and the work improved thereby. Do not attempt to use as large type as possible, but strive rather toward a good variation in the size of type in the various lines, the big things only being displayed.

John Martin's Book, a monthly magazine for little children, is printed on manila paper of heavy weight in preparation for the rough usage given by its young readers. It is chock full of interesting pictures for the little folks, which, by the way, are the work of competent artists and on a par with the illustrations

ADVERTISING MATTER

done by The Caxton Company has the manner, poise and appearance, the personality and persuasion of a good salesman.

30

THE CAXTON COMPANY
PHOTOGRAPHERS DESIGNERS ENGRAVERS PRINTERS
Caxton Bldg., Cleveland

Envelope-stuffer by The Caxton Company, Cleveland, Ohio.

in publications for grown-ups. In printing, care has been given all details and no fault can be found with any part of the work.

THE WEAVER PRESS, Hicksville, New York.—Our first impression of your circular is that it is too long and, consequently, less likely to gain an audience than would a shorter one. The extended type used for the heading contrasts disagreeably with the rather condensed body-type and the remainder of the display, which is set in type of regular proportion. The arrangement is quite satisfactory, but the name of the firm should occupy a longer line, greater, in fact, than the line, "Binding—Printing—Engraving."

T. E. Harper, Corning, California.—The program-booklet for the Maywood Woman's Club is interesting in arrangement, but subject to several suggestions for improvement. The rules on the cover-page are too bold for use with the small sizes of Cheltenham Old Style; rules of one-point thickness would have been much better. On the title-page the main group should be placed about six picas higher — in no case in the exact mechanical center — both in the interests of proportion and balance. The text-matter on the inside pages is nicely arranged, but you should at all times avoid the practice of combining old-style with modern type. The effect of such combinations is invariably unpleasant.

It would be a difficult problem to decide from what city the best printing comes. There would be several between which a decision would be difficult, if not impossible. One of those cities is San Francisco, and one of the plants in that western metropolis noted for the high quality of its product is the

#### THE OLD PEOPLES' HOME

SOUTH WEST CORNER OF PINE AND PIERCE STREETS SAN FRANCISCO

An unusual cover-page arrangement by the H. S. Crocker Company, San Francisco, California. Original in red and black on buff antique cover-stock.

H. S. Crocker Company. The large collection of fine specimens sent us this month by that firm is a feast to eyes hungry at all times for beautiful typography. We might criticize this work—that is, enumerate its virtues—but to find fault with it in any particular is out of the question. There is no fault to be found. A recital of the features of this work would include correct, interesting and artistic typography; thorough, careful presswork; excellent paper selection; intelligent use of color; and brains all the way through. Several specimens are shown on these pages, but, of course, the added effect of attractiveness due to the use of antique, tinted stock in the originals is missing and the reproductions do the firm an injustice. The colorwork on the Exposition post-cards is excellent.

"A CATECHISM ON THE GOLDING JOBBER," just issued by the Golding Manufacturing Company, Franklin, Massachusetts, manufacturers of printing-presses, is a handsome piece of typographic work and reflects much credit on its producers. The cover, printed in blue on blue stock, is particularly handsome. The use of side notes, set in narrow measure on the inside pages, offered difficulties in spacing which could not be satisfactorily overcome, although in their use a touch of individuality is given the job. That the presswork is good goes without saying.

B. Compton, Granbury, Texas.— One good feature about your work is that you are satisfied with simple arrangements and do not attempt anything unusual. The main group on the notehead for Dan's Café is twelve or eighteen points too high. Such groups on ruled headings should be placed slightly above the center of the space left blank for printing. The imitation embossing is not a success on the samples sent us, and we are sure that plain printing would be preferable. You have used the apostrophe in two cases of simple plural on the letter-head for the Athletic Association.

FRED S. IRESON, Williamson, West Virginia.—All the samples sent us are of a very good quality, and only minor points call for correction. On the blotter, "Good Printing," the red is a



Striking monthly calendar design by The Caxton Company, Cleveland, Ohio.

little too strong and would have been materially improved by the addition to it of a little yellow. When letter-heads, etc., are printed on ruled stock, the main display group should be placed somewhat above the center of the space left unruled for printing. A very safe rule of proportion to go by in the placing of such groups is above the center on the ratio of three parts above to five parts below the center of the group.

"THE STORY OF A GREAT SUNDAY NEWSPAPER," a handsome brochure made up of cover-stock, with a fold-over cover, issued by *The New York Times* advertising department, is a good pre-



#### Wagner Program at Victor Temple,

Program folder, closed. Printed in buff and black on antique white stock. A tint-block printed in buff under the half-tone of Wagner added to the attractiveness of the design. By H. S. Crocker Company, San Francisco, California.

sentation of that great publication's value as a news and advertising medium. On some of the pages reduced facsimiles of various pages of the Sunday Herald are tipped, which show the character of the news and the attractive make-up of the pages. On other pages typewritten sheets are tipped, which constitute the text of the book, and which present circulation and advertising figures as well as arguments concerning the advantages of advertising in the Herald. It is a meritorious project, well handled, and those in charge of its project are manifestly awake to their responsibilities.

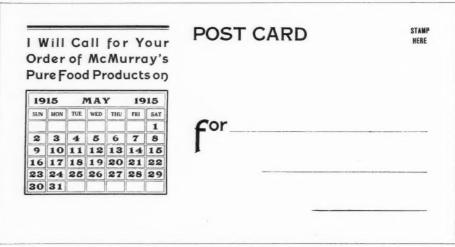
CHARLES J. BANGERT, Dubois, Pennsylvania.— You are right in your suggestion that the orange in some cases is a little too red, but on your bill-head it is about right, we think. We note on your letter-head particularly, and in the bill-head as well, a tendency to use rules which are too heavy for the type used therewith. Rules should serve their purpose in panels, as cutoffs, and wherever used, without being obtrusive. They should not attract attention to themselves, but should aid in strengthening the effectiveness of the type. Typographically, and as to display, your work is high-class. On the blotter, "An Intelligent Advertising Service," we believe the use of the third color, red, is needless, and, in fact, are sure it weakens the effectiveness of the blotter. With the display lines printed in green, sufficient

contrast from the black is afforded to direct attention to them without underscoring these lines in red. We would suggest that you try out this idea at some future time and notice the improvement which will result.

FRED H. FLATT, Columbus Junction, Iowa.—Some of the ornaments you use are out of date and do not harmonize in design with the present-day styles of type. Rules should approximate in strength of tone the type-faces with which they are used, which would make it necessary to use rule heavier than hair-line in combination with the Lining Gothics so generally used in present-day jobwork. This violation of harmony is apparent on the title-

Temple, St. Paul, Minnesota, says: "This use of the calendar has many advantages over the ordinary date-line. On the reverse side of the card advertising matter of the usual order is printed, and the salesman, equipped with a quantity of the cards, addresses them to his customers, checking the date on the calendar. The idea in the use of the calendar is that a date checked into the monthly calendar associates itself with other things in the month and week and makes more impressive to the recipient the exact time of the call."

THE average county-fair catalogue, a job all too frequently rushed through the printing-plant with no other thought in view



New idea in salesman's advance card by Virgil J. Temple, St. Paul, Minnesota

page of the program for Composite Chapter, No. 91, R. A. M. Curved lines in printing have long been out of vogue, and inasmuch as nothing in attractiveness is gained by such arrangements, we would suggest an absolute avoidance of that style. When matter making up the copy for a letter-head is of such nature that it will not square up in proportion to the shape of the enclosing panels, with uniform white space on all four sides, some other arrangement should be tried. The large amount of white space at the sides of the type-groups in the outside panels of the G. W. Ayers letter-head, in contrast to the very small amount at top and bottom, offers a disproportionate effect which is not at all pleasing.

H. EMMET GREEN, El Dorado, Kansas.— Your work is admirable indeed and deserving of commendation. On the letter-head

than to squeeze as many dollars as possible out of its production, is generally about as poor a job of printing as one will run across. All the worn and battered material in the shop generally finds its way into the fair catalogue, and, supplemented by hasty, careless work and cheap material, the result is something, nine times out of ten, of which the printer can not feel proud. However, along comes the catalogue and premium list of the Bremer County Fair, Waverly, Iowa, an exception to this rule. The product of the Wartburg Publishing House, Waverly, Iowa, it is all that any one could ask for in work of this character. One series of type for display, uniform body-type throughout, one style of border around all advertisements, good stock, good ink, careful and intelligent work in all departments, combine to make it the very best work of its kind we have ever seen. Had we printed the

#### E · B · WHITE · Hardware

IMPLEMENTS, BUGGIES, WAGONS, HARNESS, FURNITURE, HOUSE FURNISHINGS, RUGS, LINGLEUMS, WINDOW SHADES, TRUNKS AUTOMOBILE SUPPLIES, SPORTING GOODS

122-124 South Main St.

Letter-head arrangement by H. Emmet Green, El Dorado, Kansas.

for The Logan Sign Works, although the general appearance of the design is quite satisfactory, we would discourage such a wide separation of initial letter from the remainder of the word of which it is part. One of your interesting and attractive letterheads is reproduced.

WE show on this page an example of a post-card advance notice for the traveling salesman which appeals to us as having an advantage over the ordinary blank-line notice in which the salesman fills in the date on which he expects to call. In sending this eard to The Inland Printer, its producer, Virgil J.

job we would have placed an imprint on the last page where customers are in the habit of looking for the name of the producer of a particularly good piece of work. Too many printers lose valuable advertising through carelessness in this respect.

WILLIAM GROSSMAN, New York city.— The idea of issuing an outing program, cut out in the form of a composing-stick, is a good one, the cover being very realistic. It reflects much credit on its designer, J. Nathan, of the Carey Press. Personally, we do not admire the colors used in printing the announcement. We would prefer a combination having more snap.



BY JOHN H. CLAYTON.

What the advertiser says; the words he uses to say it; the form in which he presents what he has to say; the illustrations he uses; and the style in which the printer expresses the ideas, are the subject-matters for this department.

#### Using a Thing Doesn't Necessarily Mean That You Stole It.

Adapting an idea and plagiarizing it are essentially different. In the adaptation the personality of the new user is evidenced. He is a raw thief who takes a thing and lifts it bodily. Nearly always his ignorance in using it in an inappropriate place is proof of guilt. But ideas of others are our legitimate property if in the use of these thoughts we

could well use in his own circularizing. It is pregnant with possibilities. Suggestions are observable all over the face, and when we delve deeper they multiply.

To get a clearer appreciation of this folder we must familiarize ourselves with the details. There are four pages, the last page being left blank, colonial fold, size of page 6½ by 12½ inches. A heavy antique cover-stock—primrose color—was used.



### If so, we want to hear from you

If you are a painter who has never tried zinc in paint to improve the quality of the paint you use, we would like to have you write and tell us so and tell us why you do not believe what we say.

If we did not believe that

#### zinc

would help you, it would not pay us to push it.

You cannot make as much money as you might unless you do the best painting that can be done.

We could not have built up a big business if we had not sold goods that were well adapted to the purpose. We believe that zinc makes better any paint in which it is used. We find that thousands of painters and hundreds of thousands of house owners agree with us. If you are the painter who does not believe it, write us today and tell us why, and we will show you that you are mistaken.

THE NEW JERSEY ZINC COMPANY
55 Wall Street New York Gasel Man Man



A distinctive piece of advertising produced by Calkins & Holden, of New York. On the following page is shown a suggestion of how this folder can be adapted to the printer's advertising.

develop some new theme — if we prove ourselves worthy of the man from whom we helped ourselves.

Calkins & Holden, of New York, one of the best known advertising agencies in the country, was the originator of the folder for the New Jersey Zinc Company, shown on this page. It is as distinctive a piece of advertising as we have seen in a long time. That in itself would warrant its inclusion in this department. But there is considerably more than this to the folder: The style is one that a printer The colors of ink were green-gray for body, and salmon-red as an accessory color.

Notice, first, the apparent extravagance of stock. Yet wouldn't this pay a printer because of the fact that its unconscious effect upon the customer would be to his advantage? And isn't the color-scheme unusual? Even to-day many printers can be found who believe that black is the only safe color in which to run the text of anything.

But the thing that most commends this piece of

work as a lawful prey for the printer who persists in seeking the novel is the manner of treatment. The old, woodcut effect of the wording on the first page,

as well as its unusual position, commends it as an advertising piece. Following to the next page we feel impelled to read, and if that illustration doesn't bring results by reason of its good-natured irony and clever art treatment, we have another guess coming.

The copy is terse, telling without a lot of unnecessary verbiage just what the company believes the painter should know. There's nothing spectacular about it. One looking for brilliant phraseology would be disappointed. It is written right in accordance with the class of people to whom the appeal is to go. Painters are much more interested in making money than in seeking clever word-plays—they know, or are presumed to know, more about color-schemes than they do about artistic English.

Here is a gem of directness that is based on absolute faith in one's goods: "We believe that zinc makes better any paint in which it is used. We find that thousands of paint-

ers and hundreds of thousands of house-owners agree with us. If you are the painter who does not believe it, write us to-day and tell us why, and we will show you that you are mistaken."

We show a folder gotten up for a printer, using

this as a working basis. Of course, it is rough. Many of our readers, now their attention has been called to the method, doubtless can beat the specimen shown.

If we always bear in mind the purpose of our circular, the class of people to whom it is to go, and just what we want them to know and to act upon, we will accomplish wonders. Mere generalizations are not in the running with clear statements of fact graphically and forcefully presented.

We can imagine you retorting, "We are well aware of that. It is not new." Granted. But how many of us are acting upon it? And the age of an idea does not affect its usefulness if it is

basically correct. It is still ready for re-presentation at all times until its universal adoption renders its further existence as an urge and a goad unnecessary.

The main criticism people have on the advertising done by printers for themselves is: "Same old stuff. Why on earth don't printers get up something new for themselves once in a while? Then they'd have a chance to sell me on their service and quality."

You must admit the criticism is justified. And the reason it is, is because most printers fail to analyze their proposition and build a plan based upon the results of such analysis.

Our contention that the printer is the logical man to handle all direct advertising campaigns clear through will not bear fruit until the printer forgets the mechanics of his trade when making his preliminary analysis. The manner in which the thing is to be done should have no place in his thoughts at that time. It comes

later. What should particularly concern him when he is planning a piece of advertising matter is, "What is my purpose? What is my prospect as a class. What avenue of appeal will best do the work I desire?"

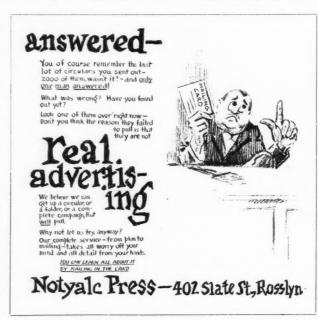
Having decided this, he then brings into play his

knowledge of artwork, engraving and printing to supplement the plan and the copy, and in this way produces the effective piece of advertising.

The average advertising agency and the typical advertising man have contempt for printers because they believe them ignorant of fundamentals. If you can show these men that you not only possess the knowledge, but can also apply it in a highly intelligent manner, you will be well on your way toward overcoming this prejudice.



Cover adapted from one shown on



Inside pages of folder adapted to the printer's advertising from folder shown on preceding page.

#### Hardly a Correct Conception.

Sometimes an added color or too "classy" stock will defeat the purpose for which a certain piece of literature is intended. After sending its poster calendars to a select list for six months, the Franklin Type & Printing Company, of Lima, Ohio, wished to revise that list and sift out the "dead" names.

So the circular reproduced, printed on dull-finished heavy enamel in two colors, was sent out. Now, the copy is fine, but, in our opinion, the stock, color-scheme and display all are incorrect.

We know this may sound hypercritical. Most printers conceive any job improved if you put a border around, add a color, and use a more expensive stock.

This is not always so. Purpose is what regulates these things—not artistic taste. In other words, a good question to ask before beginning is, What is it that this piece is intended to accomplish?

All right. Let us put the present folder to this test: You've already sent out a dandy lot of calendars. Those who got them know you do fine work. They are well impressed with your Now you quality. are making the most formal kind of request - just asking these people if they want to stay on the list - if they like the calendars well enough to say so.

Really, a multi-

graphed form-letter with a portion of the bottom used as a blank to be torn off and sent back, or a simple card folder, would do equally well.

Just an ordinary white folding-bristol, capable of taking the pen, could be used, with simple display in black ink. Or a piece of heavy antique cover-stock, with no pretense to "class," would do equally well. We feel we will be pardoned if we seem too severe in this criticism, or if we seem to exaggerate its importance. But, frankly, we want to bring out strongly what every real advertising man knows and what every advertising printer must realize sooner or later — that which the thing is to accomplish is what will regulate its appearance, size, shape and

color. When you're going to work out in the garden you put your old clothes on; to attend a reception you don a dress-suit.

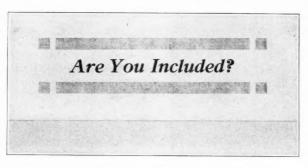
So in the matter under discussion: Go ahead, Franklin Company, make your calendars as beautiful and ornate as you please to impress prospects with your quality. But when you send out a notice like this, or hand your customer a receipt-form for a package, or do any one of the little things that go to make up the routine of print-shop existence, consider the purpose.

Constant remembrance of this will save you from pitfalls galore. The recollection of it as a basic fact will insure successful salesprinting. And what, after all, is modern printing?

Purpose dominates—not method of production. Do you recall, when you set type at the case, how important that part of the work seemed? To the compositor, his end is the end. The pressman believes that the real work on the job hasn't commenced until the

form is on the press. Listen to the enthusiastic binder enlarging on the merits of his department. Back of them are the engraver and the artist, who believe that the success is due to their contribution.

All are right — yet all are equally mistaken. No one factor is responsible for success. It is a combination of the whole guided by the right idea.





A splendid piece of work, but too elaborate for the purpose for which it was intended.



#### A Highly Commendable Piece of Advertising Literature.

The folder shown at the left is unusual in shape, novel in treatment and, in our opinion, very effective indeed. The size, when opened flat, is 9 by 28 inches; when folded for mailing, 9 by 8½ inches. The stock is a medium green duplex antique, mottled on one side, plain white on the reverse, regular cover weight.

What especially commends this circular to us is the fine choice of subjects and the manner in which they are displayed. We can imagine a good many of the people who received this folder hanging it on the wall. It certainly would not look out of place thus displayed.

Undoubtedly the Diamond Press, of 130-134 East Twelfth street, New York, received good inquiries from the folder. The company did all it possibly could to insure such returns, for, in addition to putting good brains into the getting up of the folder itself, a return card was enclosed.

As to the efficacy of this medium of tracing results, we would as soon send out any kind of advertising folder or circular without some kind of return as try to grow flowers without cultivation. This does not apply, of course, to matter sent out under the term "pure publicity." That is, literature intended to create a good impression without necessarily involving the sending of any kind of reply by the recipient. But where you expect to get inquiries, it is imperative to help your prospect all you can by suggestion. The form is immaterial, although the return post-card affords the simplest and easiest method.

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About five hundred copies of this circular were sent out to advertising agencies, manufacturers, department and specialty stores. The circular goes out monthly.

Now, as to the copy: The headline is good in that it is not only unusual, but it tells something. Frequently people will say, "Get a clever headline—something snappy—and your battle is half won." What use is cleverness or snap unless the headline tells something?

As we often remark when this subject comes up, "Go to the newspapers." If only the incipient advertiser would use this easily accessible source of information more freely! Any city newspaper is an object-lesson in headline terseness.

The entire copy is worded with restraint. It contains no exaggerations. Typographically, it is well handled. Broken up into short paragraphs, it is easily read. The medium-face type of good size adds to the legibility.

If there is any suggestion for improvement, it is this: Why not utilize part of the space to inform the reader (who most often is ignorant of such matters) as to just how he could use three and four color processwork in his business? It makes the point of contact stronger.

Many men are handling the creative advertising work of a concern who are long on ideas but short of technical information. They would appreciate details, however brief, as to where it would be advisable to use this style of art, where such-and-such a plan was greatly helped by the use of this style of illustration.



BY BERNARD DANIELS.

#### Just About Cost.

Here is another of those cases where the printer barely got the cost out of the job, and yet the customer complains that he is being robbed and sets up an awful howl.

Will you kindly give us your estimate on the enclosed job? 1,700 bive, and 300 canary. You will notice that there is a change in the canary form, We made a charge of \$14 on the job and the customer raised an awful howl—said we held him up. Can it be possible that we overcharged him?

This job was an insurance-expiration notice printed in two colors on a sheet  $8\frac{1}{2}$  by 7 inches, and perforated across the middle with round-hole perforations. There were 2,000 copies, with a change of two lines in the black form on 300 copies. It figures out like this:

Stock: .	
7-10 ream Hammermill, 17 by 22, 20-pound, at 111/2 cents.\$1.69	
10 per cent for handling	
Cutting stock before printing, ¼ hour, at \$1	
Composition:	\$ 2.11
Original composition3 hours	
Divide for color hour	
Change on press	
Total composition4¼ hours, at \$1.25\$5.32	
Lock-up:	
Two forms, 1/4 hour each, 1/2 hour, at \$1.25	
Make-ready:	
Two forms, 34 hour each, 11/2 hours, at 95 cents 1.43	
	7.38
Press Run:	
4,000 impressions, 41/4 hours, at 95 cents\$4.04	
Ink:	
Red, 15 cents; black, 10 cents	
Perforating:	
1 hour, at 82 cents	
Packing and delivery	
	5.36
Total cost	\$14.85
Add for profit, 25 per cent	3.71
Sell at	\$18.56
Dell at	\$10.00

The cost of the job is \$14.85, or 85 cents more than it was billed for, and yet the customer has the nerve to kick and call it a high price. The right selling price in even numbers would be \$18.50.

How long are printers going to allow their customers to dictate the prices at which their work is to be billed? And how long are the printers going to continue to remain in ignorance of their real costs when the cost system is as free as the Gospel, and all who will may have it? Perhaps that is the reason that printers are so slow in putting the cost system in use and taking up systematic estimating as part of their business system—they cost too little. It might be possible that the workers who so nobly gave their time and brains to the formation and development of the

cost system made a mistake in not selling it to the printers at a fancy price and under some mystifying names as a cure-all for the printer's business troubles.

#### Do They Really Mean It?

Sometimes, when the editor sits down to his desk and opens a large mail consisting mainly of requests for assistance in fixing the price on some job, or in making an estimate, he feels, like the apostle of old, that he hears the cry, "Come over into Macedonia and help us." Then, when he has gone over the letters and found that quite a few are from those who have been helped before and who are asking practically the same kind of help as before, having apparently forgotten what was said then, and having failed entirely to grasp the idea that estimating is merely collating the costs of the various items of work and material entering into a job, adding them together and then adding a fair profit, he wonders whether it is a call or mere laziness.

The great worry with most of these inquirers is, "How can the other fellow do it and stay in the game?" Their true worry should be as to how they can sift out all the paying jobs and leave all the cut-price ones to the other fellow. Having found out that the cost in your shop is more than the other fellow is asking for the job, forget it and go after something better. Keep a record of all these low-price jobs, and when you find that any house is getting, or claiming to get, lower prices than yours on a large proportion of its work, refuse to give any prices, for it is evidently using your estimates to regulate the price of your competitor; and when you find that the majority of such work is going to one printer competitor at such prices, go and see him and tell him what your prices are and let him use his brains to better his own.

Of course, you may find that the customer has been lying, and that the man you supposed to be a price-cutter is really getting as good or better prices than you are. For that reason, whenever you hear a buyer say, "I have a better price," ask yourself: "Does he really mean it?"

This spasm of brainstorm was produced by a request for an estimate on a certain job that had been figured on twice before, and a look at the letters on file shows that the idea was "How can I meet the cut price?" and seemingly not a thought as to what was the right price.

If you have reason to feel that your price is the right price because it covers cost and a fair profit, stick to it and let the job go to the other fellow before you drop without changing the quality and cost and notifying the buyer that he will not get as good material or as much work for the lower price. Anything else is an admission that you intended to overcharge him. Better lose a dozen jobs than your reputation.

#### Possibly He Did Not Charge for Handling Stock.

Here is a case where our correspondent came very near being correct in his price, if we consider that he did not charge anything for the handling of some \$400 worth of coated paper furnished by the customer on which he was deprived of his normal profit. He, however, had the work and responsibility of caring for the stock and should have charged for that. We will let the letter and our estimate tell the story more fully:

We are sending you a copy of a catalogue, which we wish you would use as a basis for an estimate, with the following description:

5,000 copies. 104 pages and cover. Size of page, 6 by 9 inches. Inside printed on 25 by 38, 100-pound, Cameo dull-finish enamel, in double-tone ink. Cover printed on White Mountain cover, two colors. Binding, saddle wire-stitched, three stitches, cover projecting on three sides. Pages are made up of small cuts, as shown in the copy, with brass rule at the top. The sample book, which we are sending you, is the exact book so far as 80 pages are concerned. The other 24 pages will average practically the same in composition. Customer is to furnish all the paper stock, both inside and cover, for the book.

What allowance per page would you make if you had 40 pages of this book standing for the last six months?

The following are the detailed figures of the cost of production as estimated by our expert:

Stock:	Cost.
Furnished by customer, probable cost \$400.	Cost.
Handling stock, 10 per cent\$	40.00
Cutting cover-stock before printing, ½ hour at \$1	.50
Cutting cover-stock before printing, 72 hour at \$1	\$ 40.50
Composition:	\$ 40.00
Monotype, 75,000 ems 10-point, 25 hours, at \$2.50\$	62.50
Hand and make-up, 100 hours, at \$1.25	125.00
Rule for headings, 50 feet, at 20 cents	10.00
Mortising 2 cuts on each of 70 pages, 140, at 10 cents.	14.00
Lock-up:	
6 forms of 16 pages, 2 hours each (25 by 38 inch	
sheet), 12 hours, at \$1.25	15.00
	1.88
1 form of 8 pages (19 by 25), 1½ hours, at \$1.25	
2 forms cover, 1 page each, 1/3 hour, at \$1.25	.30
Make-ready:	
6 forms of 16 pages, 8 hours each, 48 hours, at \$1.60	76.80
1 form, 8 pages, 5 hours, at \$1.50	7.50
2 forms cover, 1 hour each, 2 hours, at 95 cents	1.90
	314.88
Press Run: 30,000 impressions on 25 by 38 inch sheet, Duo ink,	
slipsheeted, 30 hours, at \$2.50, including extra	77 OO
labor for the slipsheeting\$	75.00
5,000 impressions on sheet 19 by 25 inches, Duo ink,	
	11.25
10,000 impressions on cover, 5,000 each, two colors, 12	
hours, at 95 cents	11.40
Scoring cover, 5,000, at 80 cents	4.00
Ink:	101.65
Duo, 12 pounds, at \$1.25\$	15.00
Cover, 2 pounds, at \$1	
Cover, 2 pounds, at \$1	17.00
Binding:	11.00
Folding six 16's, at \$1 per 1,000\$ 6.00	
Folding one 8, at 80 cents per 1,00080	
Gathering, 7 pieces, at 25 cents per 1,000 1.75	
Wire stitching, 3 wires 1.25	
Trimming 1.25	
Covering, overhanging cover 2.00	
Covering, overmanging cover	
Total per 1,000 copies\$13.05 \$ 6	85.95
	5.00
Packing and delivery	70.25
	10.25
m . 1	9544.00
Total cost of job	\$544.28
Add for profit, 25 per cent	136.07

A natural price for this job would be \$680, with an allowance of \$40 for the saving in composition from having forty pages standing from a previous edition, which would probably need some changes, making the net price \$640.

Should sell for.....

This allowance is based upon the supposition that the customer requested the pages to be kept standing, and charging him 2 cents per square inch for the holding of the type and two-tenths of an hour per page for possible alterations.

Now for the comparison. Our correspondent further says:

This catalogue was figured upon by ourselves and another printer in this city, and the two prices were so far apart on this small job that it would be a satisfaction to both of us to get a third price, as a comparison. Our price for the job was \$580. Our competitor's price was \$430.

From which you will note that he practically quoted \$10 less than the correct price, minus the cost of handling the stock, which reduced his net profit to \$75.72, or about thirteen per cent on the amount of the sale, which is too narrow a margin for gross profit in the printing business, especially on such high-grade work as this was expected to be.

But what shall we say of the other fellow who recklessly bid \$430 and is not supposed to have any of the job standing? His figure is a long way below the cost of producing the work without any profit even with the item of handling the stock omitted. With that included, he stands to make a loss of approximately \$100 of real money paid out for wages and ink, and the running expenses of his plant; the stock being supplied by the customer, he has no chance to try by the usual dodges of lighter weight paper, or a lower grade, or seconds, to recover a part of his cut in price.

It would be interesting to know whether this was a case of mere ignorance on the part of the estimator, or pure cussedness on the part of the salesman who handled the proposition and determined to beat the other fellow, no matter where he got off.

#### A Convenient Reminder.

One printer on whom it was our pleasure to call the other day has a very effective way of keeping before him the right figures to use in estimating; and, what is more, he is making money by using it daily.

Under one corner of his glass-covered desk-pad he has a card of the usual 5 by 3 inch index variety upon which are the figures representing the size of each of his presses and their average output. This is revised every six months, if needed, and always shows an annual average. It is typewritten, and looks like this:

Press No.	Size.	Average Make-ready,	Average Running Hour	Hour Cost.
1 2	38 by 52	7 hours Black. 9 Color.	900	\$2.16
	33 by 46	6 hours Black. 8 Color.	940	1.94
3 4 5	28 by 42	5 hours Black. 6 Color.	1,010	1.65
	14 by 22	1½ hours Black. 2½ Color.	750	1.15
	14 by 22	1½ hours Black. 2½ Color.	700	1.14
6 7	10 by 15 8½ by 12 15 by 18H	hour Black. 14 Color. hour Black. 4 Color. hours Black. 3 Color.	900 1,050 3,400	.92 .70

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This, he says, seems to jump right up and challenge him when he feels like making a low price on some job that he is estimating, and he changes his mind and makes the right price even if he loses the job.

In the two years he has been using this little reminder he has found that the number of jobs on which there has been an actual loss has dropped from twenty-two per cent of the total to less than seven per cent; and now he will not be satisfied until he gets it down to five per cent.

You will notice that he has the cost figure there so that he will not mislead himself by thinking of the margin in the figure. He always adds his profit at the end and knows just how many dollars he expects to make on the job, and when occasion comes that calls for selling at cost, he knows just what cost is.

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This method eliminates all of the guess factors except time on composition and cutting overlays. The latter he covers by charging a flat 2½ cents an inch as cost, and the composition he is gradually working down to the square-inch basis.

Try this plan in your office. It will prove effective in any place, and you can put in selling prices if you wish. As a convenience in checking up in pricing, it will also be valuable on the manager's or proprietor's desk.

#### The Cost of Running a Job Press.

Judging from some of the prices that our correspondents tell us prevail in their neighborhoods, there must be a decidedly wrong impression abroad as to the actual cost of running a job press. Either this, or some of the printers are forgetting costs and working for the fun of hearing the presses running.

The smaller sizes of job presses do not cost much, it is true, so little in fact that we should be able to do with

()riginal Cost of Press and Motor Floor Space required to operate	\$250.00 40 sq. ft.	\$350.00 50 sq. ft.	\$500.00 60 sq. ft.	\$750.00 80 sq. ft.
Interest on Cost at 6 per cent	\$15.00	\$21.00	\$30.00	\$45.00
Replacement or Depreciation Fund	25.00	35.00	50.00	75.00
Taxes and Insurance, say 3 per cent	7.50	10.50	15.00	22.50
Rent of floor space at 40 cents per ft	16.00	20.00	24.00	32.00
Power — electric — \$60 per H.P. year	15.00	30.00	60.00	75.00
Rollers — two sets per year		6 6.00	10 12.50	12 18.00
Repairs, estimated	10.00	15.00	20.00	25.00
pan, paper, etc	15.00	20.00	25.00	35.00
Total Yearly Machine charge Wages for Feeder — \$8.00 to \$12.00 per	\$108.00	\$157.50	\$236.50	\$327.50
week for 50 weeks	400.00	450.00	500.00	600.00
Total Department cost of running Share of Management, Office, and Selling	\$508.00	\$607.50	\$736.50	\$927.50
Expense, average 50%	254.00	303.75	368.25	463.75
Total Annual Cost of Running	\$762.00	\$911.25	\$1,104.75	\$1,391.25
Average cost per hour based on an output of 60 per cent productive time for 300 days, 1,440 hours.	.528	.632	.767	.966

Table Showing the Annual Cost of Running Job Presses.

them as it is the custom of the shoe manufacturers to do with their small machinery—junk them as soon as they show a little wear or a newer and better machine comes into the market.

No! that is neither foolish nor extravagant. The new machines buy themselves with their extra production, and there are no one-man shoe factories equipped with second-hand machinery, because there are practically no such machines in the market and because the contract for sale of the new machine usually contains a clause demanding the junking of the old.

In an ordinary print-shop a job press earns a profit for its owner of from 75 cents to \$1.50 per day for each of the working days of the year after paying all the expenses of ownership and maintenance. This is based upon a productive average of sixty per cent, which is about what is being achieved and is entirely too low. It would be higher if we had more new machinery in the shops.

This is not a boost for the machinery man, for he is largely to blame for present conditions in the small shops; nor is it a slap at him, for he is not wholly to blame.

The average jobbers cost from \$250 to \$750 set up complete with motor and ready to run, and when we come to divide the first cost of these machines over the four or five years that they should run at their best it is a small item in

comparison to the cost of running them. Just study the accompanying table a few minutes and consider the facts that it brings out.

You can see by this that the fixed annual cost of running the press is about one-half the original cost of the outfit, and that the wages of the operator run from ninety per cent in the large size to one hundred and sixty per cent in the smaller one, while the cost of management and selling the product runs from sixty to a hundred per cent, according to size, costing more to sell the product of the small press in proportion to its installation value than the large. This makes a total annual cost for running the smallest press (which cost \$250 with its motor set up ready to run) of about 53 cents per hour for every hour sold at the usual sixty per cent productive that obtains in the majority of small and medium sized plants.

These figures, while arbitrarily taken in this demonstration, will be found to be approximately correct, and to err on the low side rather than the high. Figure it out for yourself, not forgetting that a cheaper feeder means time spent by some one else supervising him and making ready for him.

The average job press does sell about sixty per cent of its time as productive at about 90 cents per hour; or, taken at a sliding scale: 8 by 12 at 80 cents, 10 by 15 at 90 cents, 13 by 19 at \$1, and 14 by 22 at \$1.25.

Size.	Rate.	Cost.	Sell.	Profit.
8 by 12	\$0.80	\$762.00	\$1,152.00	\$390.00
0 by 15 3 by 19	1.00	911.25 1,104.75	1,296.00 1,440.00	384.75 335.25
14 by 22	1.25	1,391.25	1,800.00	408.75

This table would seem to prove that there was the most profit in the small press run steadily, and experience proves this to be true; but there is the fact to offset this that there are more small presses in use and the competition on them is keener, and prices are cut on such jobs as envelopes, post-cards, tags, etc., so that in many plants the average for that size is actually 75 cents per hour, and in a few cases 70 cents. This reduces the profit materially.

The highest profit shown above is \$1.36 per day for the 14 by 22, and the lowest \$1.18 for the 13 by 19; but if the 8 by 12 is sold at 75 cents per hour it will only net \$1.06 per day, and at 70 cents less than a dollar.

There is no reason why any job-press work should be sold so low, and there is good reason why every jobbing plant should obtain a productive percentage of seventy-five to eighty per cent. This would mean that the additional fifteen per cent productive would return from 80 cents to \$1.50 per day additional profit—an increase of nearly a hundred per cent.

Here is an incentive to the small printer to search out his cost, look over his prices and see that his small margin of one or two dollars a day on each press is not allowed to slip through his fingers through cutting prices to keep the work from his competitor.

#### INTERNATIONAL TYPESETTING MACHINE COMPANY REHABILITATED.

We are reliably informed that a plan for the reorganization of the International Typesetting Machine Company, under which the company will be freed from its bonded indebtedness and provided with a large additional amount of cash capital, has been completed, and that an official announcement to that effect will shortly be made.

Written for THE INLAND PRINTER.

#### TRUMAN CURTIS, CARTOONIST.

BY HERBERT HARLEY.



HE cartoons presented in this number are the work of a Chicago artist, Mr. Truman Curtis, and represent studies made in leisure hours in preparation for a regular career as cartoonist. In these cartoons the influence of the new and more sophisticated school is strongly felt. Everybody is aware of the fact that a change is coming over

American cartooning, and that the bold and convincing work of a few of our best newspaper draughtsmen, combining forceful ideas and artistic orthodoxy in equal measure, is making its way against the older and cruder style.



"Wives."

The difference between the old and the new styles may be said to be the difference between a naked idea and one dressed up. There is as much insistence as ever upon the idea, and the sartorial embellishment must enhance the idea, not atone for its absence. In Mr. Curtis' drawings, the essential snap and verve which Americans love is never lacking; in fact, the voltage of the idea is increased by his artistic rendering, by the vivid contrasts of light and shadow, by clever composition, by restraint, unity of purpose, reserve in handling the comic element, and the small amount of text required to carry the picture.

Take "Wives," for example; a single word carries this portrayal of the matrimonial problem; the parasitical wife is nicely contrasted with the prudent helpmeet who is going to the savings bank with her husband; and both show a wholly convincing drawing of the figure.

The vanguard of the innumerable army of toilers of all ages, fronting the reader in "Suffer Little Children to Come Unto Me," seem to stand for all the industrial victims of the world. No labels are needed to carry this

profoundly emotional and forceful cartoon, at once fact, argument, sermon and propaganda.

In the new formula which is making the cartoon more art and less slapstick work, humor is not absolutely essen-



"Suffer Little Children to Come Unto Me."

tial. Nor is it unwelcome. It is, in fact, usually invoked, but it must come voluntarily if at all; it must not have the air of having been dragged in by the heels. The cartoon



"Morals versus Murder."

entitled "Morals versus Murder" illustrates the genuinely humorous condition of civic affairs too common in our cities, where Puritanism makes art critics of policemen, and calmly ignores homicide. The portrait of Huerta in another example also provokes a smile, illumined as it is by the light of "British indulgence" fed by Mexican oil, or, as they say in London—paraffin. The composition of this cartoon is wonderfully effective; the balance of lights and shadows and the booted



Huerta to Uncle Sam: "Can You See Me Now, Sammy?"

feet of cadavers beneath the slit in the arras are masterful in placing the usurper.

In "Moving the Capital," the artist has produced a great piece of decoration, something to keep and admire, regardless of the poignant theme around which it is built. It was inspired, of course, at the time when the seat of government was being moved from Paris to Bordeaux, and when it seemed indeed that the capital of Hades had been moved from the regions of perpetual fire to the blazing plains and hills of Europe.

A reason for Mr. Curtis' attachment to the new school of cartooning arises from his long training in the use of simple and broad mediums of expression, for he has been for a number of years among leaders in scenic art. His early training in scene painting was with the late Walter Burridge, who encouraged Curtis' desire to go on into more exacting forms of artistic expression. This instinct led him into study of the figure and fitted him for a leading rôle in the field of pageantry designing. His work has been done at times in a number of the larger cities, but he has never ceased to be a Chicagoan. His home at present is at the suburb of Park Ridge.

An example of the more conventional style in cartoons is seen in the picture of T. R.'s indignation at the time of the passage of the last tariff act. This is humor purely, and of a sort that never fails in its appeal to the average reader.

Two examples inspired by political happenings in New York appear in "The Contrary Limelight" and "Inside Information." They summon one's attention to matters exciting enough at the time, but already beginning to fade from our memories, so swiftly do affairs march. Both turn on Sulzer's tragic fate, and the latter at least shows a finished technique.

It would not be extravagant to say: "I care not who writes the editorials if I may draw the cartoons!" The trouble is that nature has produced a thousand who can interpret opinion in text to one who can embody an idea in graphic form.

The cartoon owes its invention to the fact that it is easier and pleasanter to look at pictures than to decipher a meaning from lines of type. And to-day, in its highly sophisticated form, the hold of the cartoon is still due essentially to this elementary fact. But around this fact a whole new art has been created, an art with its own peculiar and most insistent canons.

Imagine the Man from Mars hearing for the first time of the cartoon. That naive but profoundly logical person is told that a cartoon must embody an idea which offends none and makes an appeal on a basis of universal interest and good sense to practically every reader of a paper; that it must resolve a complex milieu, sweeping doubts — or laughing them — out of court; that it must be obvious enough to carry its message in the twinkling of an eye; that it must accomplish more in a few square inches, and at one-tenth the outlay of energy on the reader's part, than pages of printed opinion; and all this quite beside the technical rules of the art. Assuming that in his long sojourn with us the Man from Mars has acquired a working American vocabulary, we are forced to believe that his comment will be: "There ain't no sich animile!"



"Moving the Capital."

The art of the cartoon is still in its lusty youth. This is indicated by its rapid development in the hands of a constantly increasing number of creators. In America, especially, its history has been short, because we have been a nation of newspaper readers, and the production of cartoons in daily papers has been in considerable measure dependent upon mechanical processes.

Of course the art can be traced back to the cave man's rude scratching on ivory, and there have been cartoons proper almost as long as movable types. In the illustrated weeklies of a generation ago, American artistic genius, heady, stinging, domineering, made the cartoon one of

democracy's great forces, essential to the life of a selfgoverning people. But not until the daily paper of every city was enabled to print these living news pictures and



"The New Tariff-The Initial Complaint."

arguments, and the number of cartoonists was multiplied a hundredfold over the old days of *Harper's Weekly* and *Puck*, did the cartoon as an institution attain anything like



"The Contrary Limelight."

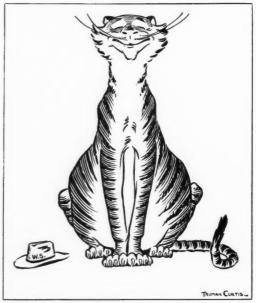
a full measure of its present importance in our lives, be we governors or coal heavers, bankers or barkeepers.

The admission of so many untrained men to the ranks of the cartoonists to fill the obvious demand, and the American insistence upon the idea, first and — almost last, too — have caused a very general neglect of the cartoon as an

art form. This defect is now becoming generally recognized. The man on the street, certainly, if not the somewhat unobserving and obtuse Man from Mars, knows the bold, convincing work of a few of the leading cartoonists of the new school who combine forceful ideas and art canons in equal measure.

#### FRANKLIN-TYPOTHETAE OF CHICAGO HOLDS FIRST MEETING OF THE SEASON.

The first fall meeting of the Franklin-Typothetæ of Chicago was held in the Advertising Club's rooms on Thursday evening, September 16, with a good attendance and great interest, which speaks well for the work of the organization for the coming year. William V. Parshall, of the Reardon-Parshall Company, of Detroit, Michigan, addressed the meeting on "The Long Price-list," telling of its advantages to the printer, and putting forth the argu-



"Inside Information."

ment that the printer was a retailer and the paper-dealer a wholesaler, and that the paper-dealer should protect the printer in the same manner as the wholesalers in other lines protect the retailers in their lines.

The meeting unanimously endorsed the long price-list, and in order to get the opinions of those not present, an explanatory letter accompanied by a return card is being sent to each with the request that he vote in favor of or against the proposition. This is done in order to make it possible to comply with the agreement between the National Paper Dealers' Association and a committee from the United Typothetæ and Franklin Clubs of America, when in conference in New York city in September, 1914. This agreement was that the paper-dealers would give the printers in any locality the long price-list when a majority of the printers in that locality demanded it.

The next meeting being the annual election of officers, the chairman appointed the following to act as a Nominating Committee: M. S. Brooks, chairman; E. J. McCarthy and E. W. Kirchner.

An Auditing Committee was also appointed, consisting of O. A. Koss, chairman; J. W. Hutchinson and John I. Oswald.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

#### Matrices Falling Off First Elevator.

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A Wisconsin operator writes: "What causes the matrices to fall when the first elevator rises almost to its highest point? This trouble occurs frequently."

Answer.— You should examine the spring pawls on the elevator jaws and note if they extend fully into the path of the matrix ears, as they should. Also test the space between the back and front jaws by placing a matrix on the adjusting plate. There should be but a slight clearance between the upper ear and the back jaw. If the jaw is sprung to the back it will need to be deflected forward to give the proper clearance.

#### Method of Fingering a Word.

An operator of somewhat limited experience asks the following question relative to the fingering of the word "that." "I have been using the fingers of my left hand in fingering the keys for the word 'that,' and while it involves no special skill, I was informed that it was not the accepted way. Please set me right in the matter."

Answer.— While the results attained are alike whether you use one hand or both hands, you will doubtless see that, by alternating the right with the left hand, you perform the fingering of the word with greater ease. Touch the "t" with the first or second finger of the left hand; the "ha" combination by a sliding operation with the forefinger of the right hand; the final "t" key will be depressed in a similar manner to the first letter of the word.

#### Trouble with Gas Supply.

"We have two machines in this office - a Model 1 and 14. The Model 1 has a gas-pressure governor and the old type temperature governor. On the new machine pipe line there is no pressure regulator, but the machine has the thermostat governor. A metal-furnace is connected by a three-quarter-inch pipe to the office line - it is beyond the machines. This furnace is in use about two hours each day, and during that time the metal on the Number 14 runs cold, while the metal on the Number 1 works O. K. I have suggested to the office to do one of three things - run a new line to the street for the metal-furnace, put reducers on the line from the machines to the metal-furnace, or place a pressure governor on the Number 14 machine line. I understand that the salesman guaranteed the new thermostat to take care of all fluctuations, but I am of the opinion such problems as these were not considered."

Answer.— We would suggest that you adjust the thermostat so as to give the full quantity of gas while the furnace is in use. This is the time that your supply is at the minimum. When the furnace is not operating, the

maximum will be taken care of by the governor. The thermostat will control all fluctuations, but if your supply of gas is cut down below a safe minimum, the thermostat can not open wide enough to give you the required amount of fuel. We believe you will have no trouble if the minimum supply is right. If, however, you should find that the supply is insufficient, your suggestion for an independent pipe for the furnace may have to be adopted. Having too small a service pipe is the principal cause of such troubles. It is always advisable to have a larger pipe than necessary, in order that the machine-room will have an adequate supply.

#### Trouble with Verge.

A North Carolina printer writes: "I read with profit the questions and answers in your department. We have a Model 5 linotype on which a peculiar trouble has developed, and wish your aid in locating the cause. The lower-case 's' fails to drop occasionally, and the following are the things we have done to remedy this: Have thoroughly cleaned cam, also exchanged cam with cam of another letter; have examined matrices for bruised ears and toes; have put in new rubber roll, cleaned verge and escapement pawls, also magazine, especially at escapement point; changed keyrod, cleaned keybar, cleaned key lever, changed keyrod spring and changed verge spring, and still the trouble continues. It does not occur successively nor with the same matrix. When watched closely, it appears that the keyrod fails to rise high enough to let matrix free, but removing magazine and watching this movement closely fails to show any difference. The cam turns and the keyrod rises, but matrix sometimes gives a jump as if it were coming out, and then stays right there. Anything you can advise us to do will be highly appreciated."

Answer.- The usual procedure to locate the cause of the failure of matrices to respond is to first see if the keyrod moves when a key is depressed. If the rod rises and the matrix is not released, attention is directed to the verge group. An examination is made to see if the verge spring is in place, and, finally, to determine if the pawls move full distance by action of the verge spring. It appears that you have done all that is necessary as applies to verge, providing you have not overlooked bruises on the top of the verge pawls. It may be that the front or back pawl is burred in such a manner as to prevent a complete stroke when the matrix should be discharged. A further examination should be made. Also, the verge spring may not have sufficient stress to give full stroke. Examine the place in which the end of the verge spring seats, and if there is any wear, make whatever changes appear necessary or replace verge. The cleaning of the verge may be

done by rubbing its sides on crocus cloth and then on a graphited cloth. The bruises on the tops of pawls may be removed with a fine file. The pawls may then be treated in the same manner as the verge. The channels of the "s" adjacent to the pawls should be examined for bruises. Remove the burrs with a fine file. Examine the characters in a group and then singly for defects. Rub their ears on a piece of soft pine or on a strip of strawboard. When the keyrod rises to full height it is unnecessary to clean or change cam, or change rubber on roll. The keyrod, keybar and key lever had nothing to do with the trouble. The keyrod spring needs attention when it fails to restore the rod to normal. Any disturbance in the cam-releasing group would cause double response rather than no response.

#### To Remove Magazines from Model Eight Linotype.

On several occasions we have had inquiries regarding the removal of magazines from Model 8 linotypes. The following steps cover the various details:

1.- Place matrix-locking strip in each magazine.

Turn crank handle until pointer registers top magazine.

3.— Remove flat bar from above the top of the magazine.

4.— Pull forward on magazine-frame cams, which will raise the magazine frame to full height.

5.— Raise front end of magazine so that the first bar of magazine just clears the projections on front end of frame, then allow the magazine to move forward until projecting ends of the magazine bar (fourth) reach ends of the frame cams, then allow magazine to come to a perpendicular position.

6.— Turn matrix-locking bar over top of magazine and then remove magazine from the frame cams.

7.— Turn back on magazine-frame cams and remove them.

8.— Remove the right and left hand gib from the respective frame guides (in rear).

9.- Remove upper magazine frame.

10.— Remove upper magazine escapement.

 Turn crank handle so that pointer registers intermediate magazine.

12.— Put on the magazine-frame cams and pull them forward to raise the intermediate magazine frame.

13.— Raise the front end of the magazine so that the first bar of magazine just clears the projections on front end of the frame, allow the magazine to move forward until the projecting ends of the magazine bar (fourth) reach the ends of the frame cams, then allow the magazine to come to a perpendicular position.

14.— Turn matrix-locking bar over top of magazine and remove the magazine from the frame cams.

15 .- Turn back on frame cams and remove them.

16.- Remove the intermediate magazine frame.

17.- Remove the intermediate magazine escapement.

18.— Remove the two clamps (I-842) that hold the lower magazine (in rear).

19.— Turn crank handle so that pointer registers lower magazine.

20.— Push back the crank handle so that the automatic matrix guard is brought down to lowest point. Lock crank handle back.

21.— Raise lower end of magazine about two inches, allow it to slide forward one inch and then lift out. This operation usually requires the assistance of one person to hold the magazine at the top by reaching over the distributor brackets.

22.—If you desire to remove verge escapement for the lower magazine, take out the two screws in the escapement support on the right side. After the screws have been loosened, the escapement should be held to prevent it falling when the support is taken off.

Reverse operations in replacing.

#### Test Made to Determine the Actual Loss of Metal by Remelting.

Of extreme interest and importance to owners and operators of composing-machines is the following report showing a test made in a certain printing-office near Chicago, in which an effort was made to determine the actual loss of metal by remelting. The report was submitted to the Machine Composition Division of the Franklin-Typothetæ of Chicago, and it is by request of that organization that it is published here:

"In accordance with my promise, I am sending you a record of the series of tests which we made in this office to determine the loss in metal by remelting same from day to day. While these tests made are not of such character to give a correct idea as to what the real depreciation in metal is, they do rather surprise me in the results.

"The tests were made during the month of August, and we had, approximately, 790 pounds of metal in use. The metal was remelted eleven times, ranging from 700 to 900 pounds at a time, after it was taken from the linotype machine or from linotype slugs, or after having been stereotyped.

"The weak point in this test is that we could not start with a definite amount of metal and carry this same metal through the processes the whole eleven days during which the test lasted, and then weigh up what metal we had left, as there certainly is a certain proportion of loss in other ways than remelting.

"The following table will show the loss that we found, the metal being weighed before melting and after melting, the skimmings being weighed after melting and also when we put them into the remelting pot, and the clean metal derived from such remelting.

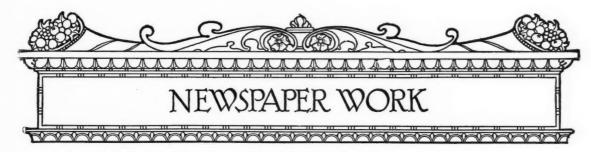
Mctal started with and remelted 11 times, pounds			8,700
Resulted in "pigs," pounds		8,573	
Skimmings, pounds	127		
Remelting skimmings and remelting crucibles we derived:			
Pure metal, pounds65			
Dross, pounds61			
	126	126	
		—	8,699
Total loss	1		1

"Then we have, when we figure the dross of 61 pounds, and the 1 pound total loss, a loss from the original 8,700 pounds of 62 pounds, or .71 per cent loss in metal.

In	cash it would amount to the following:		
8,700	pounds metal, at 10 cents	9	\$870.00
8,573	pounds metal pigs.		
65	pounds from remelted skimmings.		
8,638	pounds, at 10 cents\$863.80		
61	pounds dross, at 3 cents 1.83		
			865.63
		s	4.37
1º	pound total loss	*	.10
		_	4.45

A loss in cash of .51 per cent.

"As stated in the beginning, this test is only of value to show what percentage of loss there is in remelting when it is carefully done."



BY J. C. MORRISON.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

#### Would Pay Instead of Imposing on Newspapers.

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It is not necessary for an editor to adopt an absolutely commercial view of his profession in order to welcome the suggestion that the propagandists of thoroughly good

Historical data .....

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Blank for collecting and filing data concerning people in a community.

causes should pay for their publicity. Such a suggestion, according to the daily press, was made by Edward A. Moree, assistant secretary of the New York State Charities Aid Association, in an address before the American Public Health Association, at Rochester, New York, in September. Said he:

"Printers' ink is saving more lives than any other single agency employed by modern health workers. Printers' ink should be entered in the pharmacopæia as an accredited remedy for human ills. Among other things, it prevents tuberculosis and builds hospitals to cure it; it saves the lives of children and controls epidemics of smallpox. Thousands of babies are to-day alive in New York State largely because big doses of printers' ink were administered to the public by the state and local departments of health. One of the most important cities of this State endured an epidemic of smallpox that increased rapidly for a whole year. Then the newly reorganized department of health announced that its policy in dealing with local epidemics would be state-wide publicity.

"When the people of that city realized that their lax health standards were to be spread broadcast through the pages of the newspapers and would come to the knowledge of the people of the whole State whose lives were being menaced, the officials of the city readily adopted the program of the State.

"You may cure individuals of their ills in the privacy of a sick-room, but to cure the public of its ills you must get into the newspapers. Public health work means effort to change the lives and habits of the people.

"We will never reach the goal of ultimate achievement in public health work until we realize that precisely the same principles govern the sale of public health to the community as govern the sale of beans and garters, crackers and corsets. There is no reason why a community should not advertise its health work and pay for it — advertise as intelligently and pay for it as liberally as a merchandiser.

#### DATA FOR MARRIAGE NOTICE.

Name of bride
Name of bride's parents
Home of bride
Home of bride's parents
Birth and place of birth of bride
How long a resident here
Graduate of what schools and colleges
If you wish to, describe gown
Name of groom
Name of groom's parents
Birth and place of birth of groom
How long a resident here
Graduate of what schools and colleges
Occupation
Employed by whom
Where will you make your home
By whom married
Where
When (give date and hour)
Names of bridesmaids and groomsmen
Who (if any one) furnished music
If reception held, where and when
Any other information

Fig. 2.

Blank for collecting data for marriage notices.

"One of the greatest opportunities for public health work that counts is open to county, state and national medical societies. A nation-wide campaign of paid-for publicity on the evils of patent medicines would either open the columns of the newspapers to the arguments against harmful nostrums or would place the publishers of the newspapers in an utterly indefensible position."

#### Keeping a Morgue.

A. E. Roese, publisher of the Todd County Argus, of Long Prairie, Minnesota, has been successful in publishing newspapers at different places, and no doubt a portion of his success has been due to the systematic manner in which he gathers data concerning the people of his community. Mr. Roese takes advantage of some convenient time, as when a subscriber comes in to pay his subscription, and obtains from him useful data which are duly entered on a blank for that purpose and filed away. The blank is, substantially, in the form shown as Fig. 1.

	DATA FOR OBITUARY NOTICE.
Date and	place of birth
Name in	full
Maiden	name
Name of	parents
When ca	me to U. S
When ca	me to Todd Co Long Prairie
When m	arried, to whom, and where
Date of	death
How lon	g ill
If spouse	e is dead, give nameDate of death
Names o	f surviving children
Names o	f deceased children
Place, da	te and hour of funeral of subject
Name of	ministerPlace of burial
Give diffe	erent places deceased has resided, and dates
Business	or occupationMember of what church
Member	of what fraternal orders or secret societies
Any other	er information

Fig. 3.

Blank for collecting data for obituary notices.

It is apparent that the simple act of gathering such information will cause the subscriber to take a greater interest in the paper, and this personal contact is what makes the country editor successful. The information thus gathered will, of course, prove useful on many occasions.

Mr. Roese also has blanks for collecting data for marriage and obituary notices, which may be of interest to the readers of this department. These are shown as Figs. 2 and 3.

If an editor will use these blanks intelligently, that is, does not fall into the lazy habit of just mailing them out to the family, and does not permit his notices to become stereotyped in form, they are most useful.

#### Keeping the Advertisements Straight.

To avoid confusion and mistakes, a little slip similar to the one shown as Fig. 4 should be attached to all displayadvertising copy.

Too much good time is wasted by giving instructions orally, or by not giving any instructions at all and having an advertisement set up the wrong size or put on the wrong page, or because some special fact in connection with that advertisement is forgotten.

Small reading-notices and want advertisements around a country shop are usually taken by different persons, and endless confusion results unless some system is maintained. For that reason it is important that copy pads of a distinctive color be provided for this purpose, with instructions in black-face type that all paid locals must be written on this pad, and that blank spaces be provided showing who took the advertisement, who ordered it, the number of insertions, the total charge, and whether paid for in cash

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Slip to be attached to all display-advertising copy to avoid confusion and mistakes.

	WRITE PAID LOCALS ON THIS SHEET
	OR ATTACH TO COPY - ALWAYS FILL OUT HEADING.
Name.	Address
Taken	byDatePhone or direct
Headin	g Insertions Amount Paid Charge

Fig. 5

Specimen of slip for recording data concerning small reading-notices and want advertisements.

or to be charged, with such other instructions as are suited to the particular office using it. In Fig. 5 is shown a sample form that will be found convenient for this purpose.

#### REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

ERWIN BALDWIN, Charles City, Iowa.— The Evening Intelligencer is a creditable publication, the advertisement composition and the presswork being the most commendable features. The first-page make-up, however, is not consistent with the high standard of the paper in other ways. So many headings, some very light and others bold, give the page an unattractive appearance. With much smaller headings on the short,

### Once Again 10c TOILET 10c

We are offering our entire line of Toilet Brushes, irrespective of price, at your choice for 10c. We have just bought our year's supply and before they arrive we want to close the present stock. This means every Brush in our our stock—10c, 15c, 20c, 25c and 50c retailers—choice for 10c

JOHN G. LEGEL
The Druggist

Illustrating the advantage of restraint in display coupled with ample white space between type and border. By Erwin Baldwin, Charles City,

unimportant items, and with large headings on but a few of the longer and more important stories, and these ordinarily not larger than the thirty-six-point head-letter you use, the appearance of the page would be materially improved. To place scare-heads over stories of only ordinary importance each day weakens the force of the same when introducing a story of real merit. That the troops at war in Europe plant crops is interesting matter, but not of such nature as to demand a large, bold heading as you have given the story, "Troops Plant Crops," in your August 14 issue. We are showing one of your small advertisements as an illustration of the advantage of a combination of restraint in display, simplicity of arrangement, and a liberal margin of white space between type and border on all sides. Such advertisements "stand out."

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The Democrat-News, Lewistown, Montana.—We admire, particularly, the good presswork which characterizes your paper, it being much better than the average from perfecting presses. We do not know that we



Here the headings are of the bold variety, and yet because of their orderly arrangement the appearance of the page is pleasing.

have ever seen a first page with so many large headings which appealed to us as being attractive, and yet the absolute symmetry of arrangement makes yours very much so. It is reproduced. The ad.-men, too, deserve commendation.

Garfield County Standard, Pomeroy, Washington.—Your paper is excellent in every way, and no fault can be found with it.

The Booster, Marble, Colorado.—The Booster is a model of typographic attractiveness; the presswork, too, is all that could be desired. There is no fault to be found with any part of its execution.

Isle of Pines Appeal, Nueva Gerona, Isle of Pines, West Indies.— Discard all borders except plain rule and your paper will be improved. Presswork could be improved with a little more care. Your paper is ably edited.

The Oceana Herald, Shelby, Michigan.—You publish an admirable paper in most respects, but the practice of placing advertisements on the first page should be discontinued. The linotype border you use so generally is unattractive and does not harmonize with the type you have. We would suggest plain rules as border around all advertisements.

The Minden Courier, Minden, Nebraska.—A little too much ink is carried, but the distribution is uniform and the presswork would be considered very good. While your advertisements are well composed, they would be improved one hundred per cent if one style of border were used throughout the paper. Such a variety of borders as you use mars the appearance of the paper to such an extent that the commendable features do not carry the force they would without handicap.

The House Record, a four-page, three-column paper, published weekly in the interest of employees of the Des Moines Register-Tribune, and

#### House Record



First page of miniature paper published weekly in the interests of employees of *The Register-Tribune*, Des Moines, Iowa.

chronicling events in all departments of that publication, has made its appearance and is truly a creditable little paper. The idea in its pub-

### SERVE YOUR EMPLOYER BY MENTIONING PAPER

You Also Are Serving the Advertiser When You Tell Him You Saw His Ad.

#### BY JOHN IRVIN.

There is one method by which every member of The Register-Tribune family may render valuable assistance to both papers, and indirectly benefit himself. That is by making it clearly known when he purchases some advertised article that he saw the advertisement in The Register-Tribune, which ever it may have been.

And in resorting to this plan you are rendering a great service to the advertiser as well, for every advertiser, without exception, is anxious to know which paper produces the best results—anxious to know where to expend his appropriation to secure the maximum returns at the minimum cost.

Article from House Record, Des Moines, Iowa, suggesting practice which would prove advantageous to entire industry if indulged in to greater extent by employees.

lieation is to foster cordial relations among all employees, bringing about greater harmony, and thereby increasing the efficiency of all departments. The first page of the initial number, and also the initial paragraph of an article which is self-explanatory, are reproduced.

The Republican, Perry, Oklahoma.— The four-page advertisement for The Famous department store is admirably displayed and well composed. It could be improved, of course, by the use of one series of type in display, if a plain six-point rule border were used on the inside two pages, herewith reproduced, instead of the rather unattractive decorative border, and if printed on a job cylinder press; but such work can not be judged according to the ideal, for ideal conditions are seldom, if ever, present. Therefore, judged by standards set by other printers and other papers, this four-page advertisement represents high-class work.

same time confusing and unattractive. Too many type-faces are used in the composition of the advertisements, and the lack of harmony resulting therefrom is rather displeasing to the esthetic eye. Many papers, in their zeal for circulation, advertising contracts and news items, overlook the important feature of "dress," something which will aid materially in securing both subscribers and advertisements. A uniform series of display type is necessary to an attractive paper.

The Conservator, Brampton, Ontario.— This paper issued on August 19 a special pictorial edition of forty-eight seven-column pages of which every one participating in its production can feel proud. Printed on smooth stock, the many half-tones show to excellent advantage, thus accomplishing their full purpose. As to pointing out the defects apparent in this issue, there are none of such a serious nature as to demand it.

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Attractive paneling and symmetrical placement of cuts in two-page advertisement from The Republican, Perry, Oklahoma

A. F. Welles, Rapid City, South Dakota.— There are too many large headings on your first page, and an orderly arrangement is impossible. The appearance of that page is marred also because of the variety of type-styles used as headings. One series gives a page a uniform, pleasing appearance which is certain to appeal to all who receive the paper. The advertisements are well arranged, but we would suggest that you avoid using condensed and extended type in the same advertisement, and, if possible, on the same page or facing pages.

Lincoln County Times, Davenport, Washington.— Advertisements are not poorly composed, contrary to your apology, but the absence of cut-off rules in some cases, and the placing of two or three ems blank space between display advertisements in several instances, mar the appearance of the pages very much. The border and rules seem badly worn, which makes it impossible to bring up the corners, and the breaks offer a displeasing effect. If you should buy new border material, buy one uniform style; a variety of borders is to be avoided in the make-up of a paper.

BERNARD J. UHLEN, St. Louis, Missouri.—The International Musician is, for the most part, attractively made up, the placement of the advertisements being very good indeed. The cartoon on the back page should be raised so that its center is slightly above the center of the page. Worn material mars the appearance of some of the advertisements, but, nevertheless, the publication is about as attractive as the nature of the advertising will permit. One can not delve in artistic advertisement composition on one-inch single-column advertisements when enough copy is furnished for half a page.

Enquirer, Owensboro, Kentucky.—Such a medley of headings as are gathered at the top of your first page of the August 22 issue is at the

Of course some of the borders and type, especially in the box headings, do not harmonize well, but in a paper such a fault is not as noticeable as in job printing. The entire county is well covered by news articles and pictures, the work of the editorial force being as commendable as that of the mechanical departments.

The Herald, Canova, South Dakota.—Clean presswork of a quality which we do not often see in papers sent to us for review is the outstanding feature of your very remarkable paper. In news matter, in the number of advertisements carried, and in equipment, The Herald has the appearance of having emanated from a city of 2,000 inhabitants, but the official census gives Canova 318. In Mr. Trippler's letter — Mr. Trippler is publisher of this modern small-town paper — we are informed that the equipment includes "a Model 5 linotype, cylinder press, and other equipment in proportion, with three electric motors furnishing the power." This should prove enlightening to those publishers in much larger fields who are worrying along with inadequate equipment.

The Sun, Foreman, Arkansas.— Yours is an attractive paper, but we do not believe you are carrying as much local news matter as the size of your paper warrants. The thing which injures a paper most of all with readers is to have them — if only a few — saying on every occasion, "Oh, the Sun is all advertisements," or words to that effect. The subscribers are the life of the advertising columns, and advertisers are more and more insistent that a paper prove it has a good list before they advertise. Therefore, because there is an extra amount of advertising in a given issue is no valid excuse for cutting down the amount of reading-matter — extra pages should be added. The advertisements are well composed, but one style of border used throughout would improve the appearance of the paper very much indeed.

Written for THE INLAND PRINTER.

#### FROM PAPER-MILL TO PRESSROOM.

NO. X .- PAPER TROUBLES.

BY WILLIAM BOND WHEELWRIGHT.



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ze all ane rs re ECHNICAL difficulties with paper in the pressroom arise from many sources. They may be conveniently classified into three groups: Difficulties for which the manufacturer is responsible; difficulties for which the printer is responsible, and difficulties due to atmospheric and other natural conditions not entirely within human

control. Let us consider some of the first group.

UNIFORMITY .- Probably the most frequent source of trouble is lack of uniformity, either in weight, thickness or finish. This is chargeable to carelessness on the part of the paper-machine tender. A run of paper which varies in weight will naturally vary in thickness, and, obviously, this could account for uneven color in presswork. These variations would not necessarily be accompanied by a variation in finish. To make paper uniform in all three respects necessitates, firstly, uniform consistency of the pulp - or "stuff," as it is technically called - at the point where it flows onto the machine. A uniform volume of stuff and uniform speed of the machine are also demanded. The speed of the machine and the volume of stuff are quite readily controlled, but as the amount of water used by the beater-man in preparing the stuff is usually judged by the appearance of the pulp in the beater, there are always such variations as are peculiar to this human factor.

The difficulties of the machine-tender may often be traced to the beater-man, not only on account of the amount of water in the mixture, but also because of the irregularity in the length of fiber from one beaterful to another.

Assuming that the stuff is right and the formation on the machine is good, the pressing of the paper next demands close attention. It is obvious that any unevenness of pressure will result in the water being expelled unevenly from the web of paper, with a consequent variation in thickness. In this case there would also be a damp streak in that part of the web where the pressing was too light.

The result is that such paper can not be dried evenly all the way across the machine because this damp streak will still have an excess of moisture after the adjacent areas of the web have become properly dried.

FINISH.—In running through the calenders the damper portion will take a higher finish. It may even be so damp as to cause a blackening or crushing of the paper; whereas, if the moisture is sufficiently evaporated from this streak, the rest of the paper may be so dry that it will not finish smoothly enough.

On the other hand, there are cases where the pressing and drying may be perfectly uniform, but the whole web vacillates from being too dry to being too moist, while between times the manipulation is exactly right.

The result, obviously, will be a variation in finish over the whole width of the paper instead of over a portion. Moreover, too much drying makes the paper fuzzy and likely to become wavy, besides weakening the fibers.

Another result of uneven pressing is to make the paper thinner where the pressing is hardest. Such a defect is quite obvious in a pile of paper, as the top will not be as level as it would be in paper that is uniform in thickness throughout.

Assuming that the paper is perfect as it leaves the driers, there is still a chance that one or more of the cal-

ender rolls may get out of true, especially when starting a run after they have been idle long enough to get cold. Under such conditions they often heat up and expand unevenly so that the pressure is harder in some sections than in others. The result is a thin streak in the paper. Whether the thinness be caused by poor pressing or calendering, it can easily be detected in a roll of paper, as the thin streak makes a soft spot in the roll, which can quickly be located by tapping the roll all the way across. A muffled rather than a ringing sound discloses soft places.

This defect, if bad, may cause considerable trouble on a web press, as no amount of manipulation will make the paper draw evenly as it runs into the press if the edge of the roll is slack.

Occasionally, segregated areas in paper are found to vary in finish, and when these do not run in continuous streaks they may often be caused by the felts which carry the paper through the press rolls having become clogged up in spots so that the water can not pass out evenly from the paper through the felt. This must be guarded against by occasionally stopping the machine and washing the felts, or changing them, as the occasion dictates.

Such damp spots in the paper crush in the calendering and make blackened areas in the paper. Uneven drying may also have been occasioned by slackness of the drier felt which holds the paper against the driers.

Of course, when any of these symptoms appear it is the duty of the men on the machines to correct them, and in the continuous course of papermaking it is inevitable that felts become filled up and require washing or changing, or that the variations of consistency in the stuff should call for some form of regulation. Stuff which runs too moist on the wire will often "crush" under the couch roll, producing a curdled appearance. Stuff run with insufficient water will not form evenly. The skilful machine-tender avoids these extremes.

TRADE CUSTOMS.—In recognition of the many variable elements in papermaking, trade customs have been established, such as allowances for a nominal variation in the weight of paper of five per cent above or below the nominal, and reasonable allowance should be made for normal variations in other characteristics.

Eternal vigilance and alert judgment are certainly required for setting high standards in the manufacture of paper. It is a matter of common observation that mills using practically the same raw materials vary widely in their reputation for uniformity and excellence of product. The reason for this is to be found in the human element.

CALENDER DEFECTS.—A number of difficulties may arise from much less excusable causes than those mentioned. For example, the paper sometimes may run slack back of the calenders, with the result that it wrinkles and cuts in diagonal jags called "calender cuts."

Sheets containing such defects sometimes elude the finishers, and on the printing-press such a sheet may crack and go around one of the ink rollers. On a web press the trouble from such a defect would be even worse, causing breaks and necessitating delays on the press. It is more difficult to exclude calender cuts from roll paper, as it is not always easy to see them in the fast-running paper, so that an occasional cut is not an unforgivable sin.

Among other defects arising on the calenders are little scarlike depressions in the paper, made by small scraps of paper which have become lodged on a calender roll and are embossed into the web at each revolution of the roll.

HOLES, DIRT, ETC.—In very light papers, holes are sometimes found, the most likely cause of which may be

picking under the dandy roll or grease spots on the wire cloth. Of less frequent difficulty are the so-called pinholes, caused by sand or grit, while slime spots, or spots caused by slight bundles of fibers, are also occasionally noticed.

Dirt and specks originate from careless handling of rags or paper stock, and are also derived from shives of undigested wood in the wood-pulp.

Streaks in the paper may originate from a crease in the wire, and mottled effects denote some fault in the handling of the paper in the wet stages of making.

Again there are times when sheets are not cut quite square, which is, of course, inexcusably careless. Likewise, the packing of paper may be done in a careless manner, and cases too loosely packed, if set on end, often cause a wave in the paper, which sags in the case instead of remaining tight and flat. It is desirable that cases of paper be kept flat in storage and not set on end. Cases should be made from well-dried boards, and waterproof lining-paper should be used to exclude all dampness. When paper is finished in rolls it is fair to demand that the rolls should be wound evenly and hard, and all breaks should be carefully spliced and flagged.

Color.— The foregoing troubles are mechanical. Other difficulties may exist, even when the paper is handled well on the machine, owing to errors in composition. The color may vary, and the term "color" includes the various shades called white, as well as tints. Color is affected by water conditions. In the case of mills which depend upon river water, the water sometimes becomes so dirty that it severely handicaps the papermaker, in spite of his filtering apparatus, and at such times it becomes difficult to get as bright and lively shades as under favorable conditions.

Dyestuffs do not always work uniformly, and, therefore, absolute matches of color from run to run are not to be expected. Shortcomings of this nature should be regarded with some lenience.

In this class of difficulties, discrepancies in sizing are the less pardonable and are more apt to be noticed when hard sizing is requisite, as in writing-paper or index bristol. In such cases a lack of sufficient sizing is an incurable fault, for which the manufacturer is responsible. There are occasions when excess of sizing would be troublesome — for example, in a smooth-finished book-paper it would be likely to cause offsetting, but this trouble may be alleviated by using less ink, or, if necessary, by slip-sheeting.

It would be difficult to catalogue all possible sources of trouble, but we have at least covered the principal defects of uncoated papers.

COATED-PAPER TROUBLES.— Coated papers have their characteristic shortcomings. The picking of small particles of the coating is perhaps the most common fault, and is caused by insufficient adhesive quality in the coating mixture. Other troubles are traceable to some of the defects of the body stock. Irregularity of the finish is sure to come from faulty application of the coating or careless calendering. Grit in the coating is likely to result in a porous surface, as the little particles of grit drop out of the sheet. The sour odor of some coated papers is due to poor casein, or insufficient use of a preservative in the mixture.

THE PRINTER'S RESPONSIBILITY.— The second group of difficulties, or those for which the printer is to blame, may originate with the improper storage of the paper. As pointed out, the standing of cases on end is conducive to wavy paper. Dampness is a prime cause of trouble, as will be sufficiently shown later on, but it is elementary to say that paper should never be exposed to moisture.

ENGRAVINGS .- The troubles of ignorant or inefficient

pressmen and foremen are often laid to the paper, especially where half-tone printing is involved. In the first place, too little attention is given to securing proper originals for the half-tones. Retouching is omitted in a fit of false economy, for at this very stage of the game it was never truer that "An ounce of prevention is worth a pound of cure." Too much care can hardly be given to securing good engravings.

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Secondly, the selection of a proper half-tone screen is frequently overlooked. While no hard-and-fast rules may be set, the best one, when in doubt, is to include with the engraver's order a sample of the paper on which the cuts will be printed. He can judge, taking into consideration the subject and the stock, which screen is advisable. In general, it may be affirmed that 133 or 120 line screens are best for uncoated smoothly finished papers, and 150 or 175 line screens are most satisfactory for coated stock.

INKS.— Next comes the suitability of the ink, and there again the ink manufacturer's advice, always available, is often neglected; but experience proves that certain papers yield best results with certain inks. Such matters can only be determined by actual experience, but when in doubt consult the ink-man.

Make-ready.— Finally, the make-ready should be intelligently varied according to the subject and the paper. The best printers agree that different papers to some extent require individual treatment. A make-ready suitable for a coated paper is not necessarily equally satisfactory for an uncoated half-tone paper or even a dull-finished coated stock. But it is not within my province to go further than to emphasize these warnings.

GRAIN.—The question of the grain in paper is certainly, in most cases, within the control of the printer when ordering his paper, but its importance is very frequently overlooked. In machine-made papers there is a distinct grain that is caused because a majority of the fibers point in the direction that the stuff flows on the machine, just like logs floating in a river.

This grain direction is noticeable in folding, the crease being smoothest with the grain, because folding across the grain encounters the most resistance and breaks many of of the fibers. This is especially noticeable in fairly heavy book-papers, in bristol boards and cover-stock.

Cut cards, to have the maximum stiffness, should be so trimmed out of the sheet as to have the grain run in the long direction of the card.

Even in book-papers, where flexibility is desirable, it is necessary to have the grain run up and down the page. There are occasional cases when the grain is deliberately arranged to run across the page to acquire more rigidity. A wide page of light-weight paper might otherwise be too limp. Moreover, this arrangement makes for stronger bindings, as the stitches or wires pass around the bundles of fibers instead of cutting between them. The English books are mostly made up in this way, but they do not open so easily as when the grain runs parallel to the binding. Paper is materially weaker across the grain and can withstand only about half the tensile strain that it could bear with the grain, although crosswise it is more elastic.

There is one very serious objection to making books or catalogues "cross-grained." This is on account of the way fibers are affected by moisture. The cellulose fiber expands in diameter on absorbing moisture, for which it has a great affinity. Indeed, a cellulose fiber is only stable under uniform atmospheric conditions. The expansion of each fiber in diameter makes paper expand much more across than with the grain. Obviously, the total expansion of a sheet

 $_{\mbox{\scriptsize eq}}\mbox{\scriptsize quals}$  the amount each fiber expands times the number  $_{\mbox{\scriptsize of}}$  fibers that side by side go to make up the sheet.

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When the glue is applied to a book in process of binding, it causes an expansion of all the moistened fibers.

If the grain runs parallel to the shelf-back no harm results, as the paper is free to expand toward the side margin, but if the grain is at right angles it usually makes a cockle in the binding because the moistened edges of the leaves expand while the dry portion beyond where the moisture penetrates retains its shape and resists the elongation of the wet edges. Consequently the expansion of the fibers expresses itself by cockling.

never turned off at its full normal moisture, it is most desirable that it should be allowed time to season. It is not unusual to have people speak of new paper being too "green." This may not have been an uncommon condition of hand-made papers which were dried entirely naturally, but, so far as machine-dried paper is concerned, I doubt if it is ever too green, though it is frequently made too dry.

CONDITIONS BEYOND ABSOLUTE CONTROL.—Believing it to be impracticable to leave the precise normal moisture in machine-made paper, I have deliberately refrained from classifying this difficulty with faults chargeable to manu-



"FULL-FACED TYPE."
Photograph by International News Service.

REGISTER.— In all printing, when close register is necessary, the danger of poor register from the expansion of paper is minimized when the dimension across the grain is the shorter. Lithographers invariably prefer to have the grain run the long way of the sheet on this account. Moreover, they rack the paper before printing in order to get it thoroughly seasoned. To protect it from atmospheric changes that may occur during the printing process, they use slip-sheets of considerably larger dimensions, so that there is a generous margin of slip-sheet around each printed sheet, which helps to exclude the air from the edges of the printed paper.

Moisture in Paper.— It is true that some papers are more prone to expand than others, especially if they have been run too dry on the machine. Paper is not naturally bone-dry. Under average weather conditions, it contains six or seven per cent of moisture. When in the making it is turned off far below its normal moistness, it seeks to obtain this moisture from the air at the first opportunity, and in acquiring it expansion takes place. Unless the expansion pervades the entire sheet, wavy edges will result.

SEASONING.— This process of acquiring normal moisture is usually called "seasoning." As paper is probably

facture, and the general recognition of this circumstance indicates the wisdom of ordering paper long enough in advance to permit of a period of seasoning. In fact, this phenomenon of expansion or contraction of cellulose fibers places difficulties originating from this source in the class of conditions beyond absolute human control, but a study and understanding of the subject will enable one to prevent, or at least to minimize, such troubles. It consequently becomes the business of the printer to inform himself as thoroughly as possible on the subject.

### RELUCTANT AWAKENING.

The attorneys for the prosecution and defense had been allowed fifteen minutes each to argue the case. The attorney for the defense had commenced his arguments with an allusion to the old swimming-hole of his boyhood days. He told in flowery oratory of the balmy air, the singing birds, the joy of youth, the delights of the cool water —

And in the midst of it he was interrupted by the drawling voice of the judge.

"Come out, Chauncey," he said, "and put on your clothes. Your fifteen minutes are up."— Everybody's.

# Who Am I?

- I am more powerful than the combined armies of the world.
- I have destroyed more men than all the wars of the nations.
- I am more deadly than bullets, and I have wrecked more homes than the mightiest of siege guns.
- I steal, in the United States alone, over \$300,000,000 each year.
- I spare no one, and I find my victims among the rich and poor alike, the young and old, the strong and weak. Widows and orphans know me.
- I loom up to such proportions that I cast my shadow over every field of labor, from the turning of the grindstone to the moving of every railroad train.
- I massacre thousands upon thousands of wageearners in a year.
- I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.
- I am relentless.
- I am everywhere—in the home, on the streets, in the factory, at railroad crossings, and on the sea.
- I bring sickness, degradation and death, and yet few seek to avoid me.
- I destroy, crush or maim; I give nothing, but take all.
- I am your worst enemy.
- I am CARELESSNESS!

Courtesy Southern Pacific Company



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

### Printing and Embossing to Imitate Fabric.

Mr. Marcellus, of the Kalkhoff Company, New York, inquires as to the novelty of reproducing a fabric in colors and then embossing the color-print so as to imitate the texture of the fabric. He says that a photoengraving company in Philadelphia has been enjoined by a New York lithographic company, the latter claiming to have a patent covering the procedure.

Answer.— The New York lithographic concern may have a patent covering some special application of the method, but the printing in color and embossing the print later, so as to imitate the texture of the fabric, is one of the early applications of the embossing process. The writer has in his collection excellent exhibits of the combined printing and embossing dated as far back as November 22, 1879.

### High-Light Negative Making Again.

This department has been asked about another highlight process that is being sold as a secret over the country. The *Process Monthly* describes the method so well that its description is quoted here:

"A sheet of thin yellow or red celluloid is placed on the original, and all portions that are to appear without dots are painted over with a process white. The original is then pinned up and a negative made in the usual way. Then the sheet of celluloid is replaced over the original in exact register and another exposure made on the same negative with an increased screen distance, which has the effect of blocking up the whites and not affecting the halftones, on account of the yellow or red color of the celluloid. Of course the exposure on the celluloid can be made first, the lens capped, the celluloid removed and the exposure finished on the original. Another method is to place a piece of Norwich film over the original and paint out in a dead black all the portions that are to appear in half-tone and leave the whites. The exposure for the negative is made in the ordinary way, and an additional exposure made with the prepared mask fixed over the original. This supplementary exposure is carried out so as to close up the high lights."

### Rotary Photogravure as a Business.

"Photoengraver," New York, asks: "I have been following month by month all that has been printed in The Inland Printer about rotogravure and have a general knowledge of how it is worked. I have a shop at home, where I experiment. Would you advise me to spend money learning how to do rotogravure? Do you think there is going to be money in it?"

Answer.— Mr. Charles W. Beck, of Philadelphia, is in the business of making rolls for rotary photogravure, and

here is what he said about it before the recent photoengravers' convention: "There is no doubt that within a year or two a number of engravers will take up the making of these cylinders, and if they do they will have an opportunity of making some real money out of the engraving business as compared with what they have made in doing processwork, unless they make the same mistake they did in processwork, and that is in giving the customer the advantage of every new method that would cause the product to be handled more economically. The photoengraver who takes up rotogravure has an opportunity to produce good work at a profit that is in keeping with the art of reproduction. Any man who is going into the printing of rotogravure will be more than willing to pay good prices for the cylinders if he can get good quality. He does not have to buy electrotypes or pay for make-ready. Just as soon as the printing-press manufacturers can deliver the presses there will be people that will go into the making of rotogravure cylinders, and if one has the knowledge of the preparation of the negatives, positives, etching the cylinders, very little capital is required, for the reason that the only things that are needed are the camera, lens, printing-frame, screen and chemicals. It is not a case of having routers and other machines, besides a series of different screens "

### Faking Four-Color Work.

"Englishman," New York, asks: "Will you kindly tell me what is meant by 'fake' color-plate making? I have not been long over here and am working in a color-plate shop. The other day some one mentioned about there being so much 'faked color-plates these days.' I did not want to expose my ignorance by asking what they meant. I served my apprenticeship in London, but never heard the expression abroad. Enclosed find stamped envelope for reply."

Answer.— What is meant by "faking" in color-plate making is to produce a set of color-plates from an uncolored photograph. It is the method frequently used in producing colored post-cards. It is a perfectly legitimate way of making color-plates, and when well done it requires the highest skill on the part of the artist-etcher. A photograph of a landscape, for instance, is treated by the halftone negative operator as if it were in full color, with the difference that he does not use filters. He makes three or four half-tone negatives of the photograph at three or four different angles. Training is required here as to difference in character of these negatives. When the prints are made on copper they go to the color artist, who decides whether he will paint in the sky a solid blue or whether he shall introduce clouds. He decides also the various greens in the

foliage and foreground, and, most important, the amount of red required to warm the picture up. The artist-etcher handles the copper plates just as the artist-lithographer or offset man does a set of stones or grained zinc plates for offset presswork. Instead of calling this method "fake," it should be termed "art" color-plate making, for in competent hands most artistic results are obtained by it.

### Ink as a Protection for Enamel.

"Etcher," Springfield, Massachusetts, writes: "I have always been successful with enamel on zinc until lately. The acid seems to get through it and grays the zinc before the enamel comes off entirely. I don't know whether the

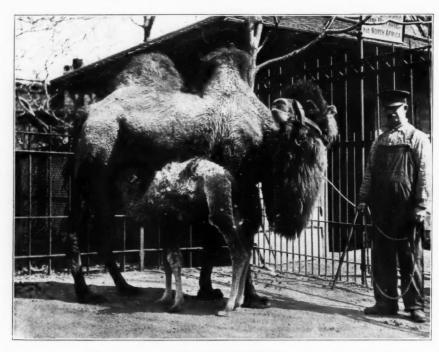
### Brief Replies to a Few Correspondents.

J. T. Cox, Toronto: To mount photographic prints without stretching them, use rubber cement instead of paste, or the dry-mounting method you will learn about at a photographic-supply house.

"Publisher," New York: A copper half-tone will stand 100,000 impressions easily, depending on the paper, ink, and pressman that handles it. One thing certain, it will

outwear a copper electrotype.

"Photo," Denver: If you imagine that cyanid is poisoning you when used with iodin to remove silver stains from your hands, then it likely will, for imagination is mighty



HIGH AND LOW RELIEF.
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trouble is with the glue, the bichromate, or where it is. I send you a small bit of the zinc plate. Maybe you can help me out, or some of your readers may have had the same trouble and overcome it."

Answer. - Examination of the piece of etched zinc plate, through a microscope, shows that the grayness complained of is due to small holes etched in the surface of the zinc. With photogravure workers these are called "devils," and every one who has experience with them approves of the name given them in photogravure. Too much bichromate in the glue will cause them, possibly by the bichromate crystallizing in the enamel on drying. The nitric acid attacks each crystal, dissolves it away and then bores through the enamel in the fine hole left by the crystal. Chlorid of iron is so thick a solution that it will not penetrate as fine a hole as nitric acid. One cure for the trouble is to roll over the enamel a thin film of a good etching-ink. This should be done after a good first bite. It covers up any pores that may be in the enamel resist. It has the further advantage that it aids in preventing lateral or the side etching of lines and dots, and thus preserves the color of the print. For that reason it is now practiced by many copperplate etchers.

powerful at times. Try hyposulphite of soda in place of the cyanid.

T. W. S., Baltimore: The reason your three-color separation negatives "do not fit" is due either to chromatic aberration in the lens or the filters are not optically perfect.

"Artist," St. Louis: Chalk-plates may be printed on from a negative by spraying salt water on them and following it with a spray of nitrate of silver, say, 50 grains to the ounce. When the chalk is dry, print under a negative and fix by spraying on hypo solution.

P. R. Rose, Boston: Your query regarding lenses is too complicated to reply to here. Get *Photo-Miniature*, No. 140, on "Lens Facts You Should Know," 25 cents, from Tennant & Ward, 103 Park avenue, New York.

### Photolitho Transfers on Bromid Paper.

From the number of queries reaching this department regarding offset presswork it is evident that increasing interest is being taken in the applications of photography to litho stone and offset, so the following from *The British Journal of Photography* will be of value:

"The advantage of this photolitho process is that a small negative may be used and an enlargement made on bromid paper, developed, put in a special bath, after which the silver image can be inked up with a greasy ink, thus making a transfer which can be transferred to stone or zinc. Any hard-working glossy bromid paper may be used. The developer for the bromid paper is as follows:

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Water	1 ounce
Sodium sulphate	40 grains
Potassium bromid	1 grain
Amidol	3 grains

"The paper must be correctly exposed and fully developed, so that the silver is reduced through the gelatin film. After development, wash well, but do not fix. Then place in the following bath:

A.	Chromic acid 10 per cent	
B.	Copper chlorid300 grains	
	Sodium chlorid 2 ounces	
	Water 10 ounces	

"To make the bleaching solution, take ½ ounce of A, 10 ounces of solution B, and water, 25 ounces. Leave the Print in the bleacher for at least five minutes, remove and well wash, then place in the following fixing bath:

Нуро	6 ounces
Potassium metabisulphite	½ ounce
Water	40 ounces

"Wash well. The paper can at this stage be dried, in which case it is inked up when required, using for this purpose a type-to-stone transfer-ink thinned with a small quantity of mid-litho varnish applied in the usual manner. After inking, the print is placed in water for ten minutes and then developed with wet cotton or a soft sponge, after which it is dried and is ready for transference to stone or to grained zinc."

### Terms Used in Colorwork.

The rapid increase in color-plate making requires of photoengravers a knowledge of terms used in colorwork in order that workmen in a shop may understand each other. At the risk of criticism from authorities on this subject like Messrs. J. F. Earhart, Cincinnati; Arthur S. Allen, New York; E. C. Andrews, and others, the following terms and simple definitions are submitted:

CHROMA.— The intensity of a color or hue.

CHROMATIC .- Relating to colors.

COLD COLOR.— A pigment in which blue predominates. COLOR.— Any distinguishing hue other than black and white or mixtures of black and white.

COMPLEMENTARY COLORS.—Pigments of any color which, mixed, produce black.

GRAY.— Midway between black and white.

HUE.— Color. The respect in which yellow, red, blue, green, orange, purple, etc., differ from each other.

LUMINOSITY.— The intensity of light in color.

PIGMENT.— A substance used in the making of printing-

PRIMARY COLORS.— The yellow, red and blue printing-inks that produce black.

SHADE.—A pigment that has been darkened by the addition of black.

TINT.— A pigment in which white has been introduced.

VALUE.— The relation of lights and shades to each other.

WARM COLORS.— Those in which yellow or red predomi-

### Caster Oil in Iodized Collodion.

G. W. A., Boston, writes: "I have received so many valuable hints from The Inland Printer that I want to give in return something that I ran across by accident. It is this: I make up two kinds of plain collodion, one for

stripping and one for iodizing later. The stripping collodion has about two per cent of castor oil and the other collodion no castor oil of course. By mistake I took the stripping collodion and iodized it and used it in the silver bath with success. It makes a most flexible film, and for some purposes may have advantages. The fact I want to make known is that you can add castor oil to the regular bath collodion with safety."

Answer.— Castor oil and glycerin have been added to collodion before the use of dry plates when the exposures were lengthy, or a long time elapsed between the sensitizing of the plate and development. And unless the purpose is to keep the plate moist, there would not appear to be any advantage in the addition, though there may be some disadvantages. For instance, it is another foreign substance to contaminate the silver bath and cause fog. Then, when stripping and reversing the negative film on glass, the negative film containing the castor oil comes in contact with the metal plate during the printing and the heat of the arc lamp is likely to cause this negative film to stick to the heated metal plate. In case negative films are to be filed away between the leaves of a book, the addition of castor oil to the collodion will prevent the films from soon becoming brittle, and this may be a use for which we may be grateful to the discovery made by our correspondent.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge whatever attached to the service. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privileges under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

All applications must be accompanied by stamped, self-addressed envelope. Answers to positions open appearing in this department should be addressed care of "The Inland Printer." They will then be forwarded to those represented by the key numbers.

### Job-Compositor Seeks Opening.

(3251) Young man, twenty-four years of age, with five years' experience in the printing business, having taken the course in the Mergenthaler instruction-room, desires to connect with a concern where he would have an opportunity to finish up the trade on the machine. Can also set job and commercial work. Willing to work for moderate salary, and also willing to locate anywhere between New York and Chicago.

### Wants Position as Editor-Manager of Weekly Newspaper.

(3252) A graduate of the School of Journalism of the University of Missouri, twenty-six years of age, seeks position as editor-manager of a weekly newspaper in a good town. Would give the news the same care in writing as is used on the city newspapers. Would also endeavor to build up a country organization for news-gathering for the weekly. Knows something about writing advertising copy, and has made a study of advertising principles. Best of references.

### Seeks Position as Foreman of Composing-Room.

(3253) Man, thirty-five years of age, with twenty-two years' experience in the printing business, thoroughly familiar with the mechanical end of the composing-room, having served for fifteen years on the case, three years on the stone, handling high-class publications in one and more colors, and four years' experience as foreman of the composing-room, seeks position as foreman of composing-room or general superintendent anywhere in the Southern States.

### Seeks Editorship of Paper or Monthly Publication.

(3254) A printer-editor, with a longing for the smell of printers' ink and a yearning for the busy editorial-room, desires to secure employment with a publishing house which needs an editor who can build up the business and keep it. Willing to pay his own way until he can show that he is a producer and can develop the business. Could edit a local paper and build up the advertising patronage. Would give preference to strictly job house. Union.

### Seeks Foremanship of Plant or Composing-Room.

(3255) A practical, all-around printer, at present foreman of a medium-sized plant doing a high grade of catalogue and booklet work, seeks change to a dryer climate. Will consider foremanship of a plant or composing-room. Married. Best of references.

### Linotype Operator Seeks Opening.

(3256) Young man, twenty years of age, with four years' experience, desires to locate in some small town as linotype operator on a small daily paper, with or without a job department. Can take care of his machine and set clean proofs. Has worked on machine steady for a year and a half, most of which time in job shops, giving him experience on all kinds of jobwork. Best of references.

### Machinist-Operator Seeks Position.

(3257) Desires position on small-city daily or weekly anywhere east of the Rocky Mountains, working half time inside and half time on street as solicitor, reporter, etc. Served four years as apprentice in a job shop in Pennsylvania, then worked as all-around printer in small towns and as ad-man in large cities, also as machinist-operator for several years. Has also been make-up man and foreman on small-city daily.

### Seeks Opening as Linotype Operator.

(3258) Young man, twenty-five years of age, with four years' experience in one-machine plant, seeks opening as linotype operator with a firm where he can gain more experience. Can do all necessary mechanical work connected with the shop. Will start with moderate salary, providing prospects are good. Small town no objection. Best of references.

### Young All-Around Printer Seeks Advancement.

(3259) Young man, eighteen years of age, having had three years' experience in both composing-room and pressroom, seeks position where there is opportunity for advancement. Best of references. Good habits.

### Job Pressman Seeks Position.

(3260) A young man, twenty-two years of age, with two years' experience as job pressman, desires a position with some reliable firm where there would be an opportunity to learn the more up-to-date printing.

### Superintendent-Foreman-Manager Seeks Change.

(3261) A man, forty-two years of age, with fifteen years' experience as superintendent, foreman, salesman, manager and proprietor, in both East and West, seeks change. Prefers position as superintendent or manager in Chicago, but will consider any location if good opportunity is offered. Married. Best of references.

### Job Compositor Seeks Opening.

(3262) Practical job compositor who can operate monotype keyboard and caster would like to connect with good, up-to-date firm. Married, strictly temperate and reliable. Best of references.

### Seeks Opening as Salesman.

(3263) A first-class salesman, having thorough knowledge of the printing business, is seeking an opening on the sales force of either a printing-office or a supply house. Is an accurate estimator, ambitious and willing to work. Would also consider position as assistant to manager of large office, or manager of smaller office. Thirty-six years of age. Married. Good habits.

### Seeks Opportunity for Advancement.

(3264) A practical printer, thirty-five years of age, with six years' experience on the linotype, who is a close student of efficiency methods and has also had considerable experience in advertising—at the present time an advanced student of the I. C. S. Course in Advertising—seeks opening where he can combine printing and advertising experience to better his position.

### Platen Pressman Seeks Opening.

(3265) Platen pressman, experienced in the better grades of work, comprising color-mixing, vignette, half-tones, three and four color process, gold ink, die-cutting and cover-printing, seeks opening. Capable of handling both commercial and high-grade work on the Gordon, Colt and Laureate presses.

### All-Around Electrotyper Seeks Position.

(3266) An all-around electrotyper, with twenty-five years' experience, capable of running foundries in connection with medium-sized printing and engraving plants, seeks position. Is a good molder and finisher, and knows the business thoroughly.

### Photoengraver Seeks Change.

(3267) A practical photoengraver, working for the past year on rotary photogravure work, seeks change. Fully competent to manage a business or to take charge of the etching department. Best of references.

### Foreman of Printing Plant Seeks Change.

(3268) A young man, twenty-nine years of age, with ten years' experience in all kinds of work from "devil" to editorial, especially good on higher class of composition, colorwork, etc., seeks opening as foreman in medium-sized shop, which position he has filled for the past six years. Prefers to locate in a western town of five or six thousand population.

### Electrotype Finisher-Foreman Seeks Advancement.

(3269) An electrotype finisher-foreman of wide experience, thoroughly familiar with all kinds of work, is seeking an opening where energy and hard work will pave the way for advancement. Good references.

### Practical Printer Seeks Employment.

(3270) A practical printer with a continuous service in Philadelphia of thirty-five years — six years in business for himself, eight years with one of the leading houses, and seventeen years with another concern — seeks employment. Is a qualified estimator and general executive with many years' buying experience, and also a fair salesman. Best of references furnished.

### Compositor Seeks Change.

(3271) A first-class, all-around compositor, with executive ability, twelve years' experience on stonework, job and advertisement composition and make-up, also good on laying out work, seeks position in the East as working foreman. Twenty-eight years of age. Good references.

### Job-Compositor or Layout Man Seeks Change.

(3272) Desires to get in touch with a good, reliable firm doing the finest grade of work, and where there is an opportunity for advancement. Has had eighteen years' experience in the printing trade, working in small and medium sized offices in the capacity of compositor, foreman and layout man. Would like a position as head compositor or layout man. Can lay out and prepare all the work for the composing-room and follow it through each department. Has handled and directed help for the past twelve years.

### Paper-Ruler Seeks Position.

(3273) Paper-ruler, with twenty years' practical experience, would like the management of a ruling department in bindery or paper-house. Expert on estimating. Can furnish best of references.

### Opportunity for Good Investment.

(3274) An opportunity is open for a first-class printer having money to invest to secure part interest in a plant doing a high grade of commercial printing and having a well-established business in Chicago. Now operated by large house doing a nationwide loose-leaf business, but is being discontinued in order to devote entire attention to loose-leaf work.

### Opening for Young Man Familiar with Linotype and Babcock Cylinder Presses.

(3275) An opportunity is open for a young married man who can run a linotype and also a Babcock cylinder press to make connection with a company operating a plant in a small town in central New York, where rents and the cost of living are reasonable. Willing to pay a salary of \$14 a week, with considerable overtime during the year.

### First-Class Executive Seeks Opening.

(3276) Has had wide experience in the printing business, operated plants of his own and built up others. Recognized as a successful executive and one of the best-known high-grade men in Chicago. Well posted on all branches, including colorwork, catalogue work, embossing and high-grade commercial work. Will be open for position after November 1, as plant of which he now has charge will be discontinued at that time. Best of references.

### Printing-Plant For Sale.

(3277) A printing-plant, located in central Alabama, can be purchased at a very reasonable figure. Presents a splendid opportunity for some one having a few hundred dollars. Not necessary to pay all cash. Plant has cleared \$1,000 a month above expenses.

### IN RE THIRD-CLASS POSTAGE.

BY R. H. BOOTH.

Secretary, Driffil Printing Company, Rock Island, Illinois.



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EVERAL functions (either visible or invisible) enter into the consummation of a sale, and in order to keep the cost of selling within the limits of commercial practicability it is necessary to perform some of the preliminary functions en masse by the use of some form of the printed page, and in this respect the job printers are universally

interested in that class of literature that is carried as third-class matter. The postal rates on this class of matter present a much more serious obstacle to the development of direct-by-mail advertising than is generally recognized by the printers of the country, and to obtain the fullest benefit and use of this form of advertising it becomes absolutely necessary to revise the rates covering this class of matter.

In a recent communication from the Postmaster-General of the United States, the writer was advised that the Postal Department has never received a concerted request for a revision of the third-class postal rates.

The present rate is eight cents per pound, or two ounces or fraction thereof for one cent. This rate should be revised to a rate of one-half cent for each ounce or fraction thereof. This would not alter the rate per pound, but it would permit small folders, circulars, booklets weighing one ounce or less, to pass through the mails for a rate of \$5 per thousand, whereas under the present rate \$10 is the minimum charge, regardless of weight, when under two ounces. Matter weighing three ounces could go for \$15 per thousand instead of \$20, etc.

The second-class postal rate is one pound for one cent. The Postal Department inaugurated this rate after it was shown that a great deal of first-class postage matter resulted from the answering of advertisements appearing in second-class matter. It was also shown that subjects appeared in this class of printed matter which were very educational and beneficial to the general public.

The subjects carried in third-class matter are more distinctively commercial and less generally educational than the subjects carried in second-class matter; however, first-class postage matter results from third-class matter in the same way as it does in the second-class matter and the postage per pound is a great deal higher rate, and with the increased use of the third-class privilege that would result under the new ruling, would come an increase in first-class mail proportionately equal to that arising from second-class matter.

A revision of the third-class rate, as suggested above, would prove very beneficial to the printing industry, as it would enable the manufacturer, jobber or retail merchant to bolster up his selling organization by developing more effective direct-by-mail campaigns, which are at present but poorly developed, owing to the minimum cost of \$10 per thousand for distribution of printed matter, which makes the direct-by-mail appeal almost prohibitory to many smaller manufacturers and merchants, as well as to large manufacturers whose products sell for \$10 or less. This condition will be removed if a revision can be obtained.

With but few exceptions, manufactured products are not consumed to over seventy-five per cent of the possible maximum consumption. This is no doubt caused by a general ignorance on the part of the public regarding the existence of the products and their uses, also because the manufacturer or merchant lacks in the means of determinants.

ing what persons desire or could use their products. The greatest problem in selling is finding the persons who can use the products offered and the devising of an effective means of acquainting them of the products and ultimately selling them. Advertising, to be effective, must be sent to persons who can use the products offered, consequently the item of distribution is the most important problem in advertising, and it makes no difference what form of advertising is considered.

With the direct-by-mail advertising or third-class matter the present minimum cost for distribution makes this form of advertising (which conforms most perfectly to the problem of distribution) almost prohibitory to the average retail merchant and smaller manufacturer except on a scale too small to be fully effective, as the minimum weight and postage charge are too large.

In order to obtain the full value of the postage (one cent for two ounces) the cost per thousand pieces of literature, weighing two ounces each, is approximately as follows:

Distribution — Postage	.\$10.00
Distribution - Maintenance mailing-list and addressing	75
2,000 ounces, or 125 pounds, S. & S. C. paper, at 5 cents per pound	. 6.25
Approximate cost of printing in lots of 50,000	. 5.00
Total cost 50,000 2-ounce pieces matter, \$1,100.00.	\$22.00
Distribution — Postage	.\$10.00
Distribution - Maintenance mailing-list and addressing	75
2,000 ounces, or 125 pounds, S. & S. C. paper, at 5 cents per pound	. 6.25
Approximate cost of printing in lots of 10,000	. 12.50
Total cost 10,000 2-ounce pieces matter, \$295.00.	\$29.50

It is quite apparent that the above is too expensive a proposition for frequent use for a selling campaign, for the minimum postage is too high and the two-ounce piece of printed matter (designed to use the entire limit of postage) is too large, which makes it too expensive. The present practice is to cut down the size and weight of the printed matter to such an extent that the full limit of postage is not used, in order to hold down the entire cost, which materially reduces the advertising value of the literature.

We believe the great commercial development in the United States has been made possible by the use of advertising. As the magazines, periodicals and newspapers which enjoy the second-class rate have played an important part in this commercial development, it is evident that the present second-class rate has proved its utility.

We firmly believe that a revision of the third-class postal rate, as suggested above, is easily practicable and will prove profitable to both the Government and the citizen.

In view of these facts, we suggest that the printers of the United States, acting through their national organization, make a request of the Postmaster-General for a revision of the third-class postal rates in conformity with the plan proposed herein, thereby enhancing the interests of the printers of the United States.

### EDUCATION.

The manager of a factory recently engaged a new man and gave instructions to the foreman to instruct him in his duties. A few days afterward the manager inquired whether the new man was progressing with his work.

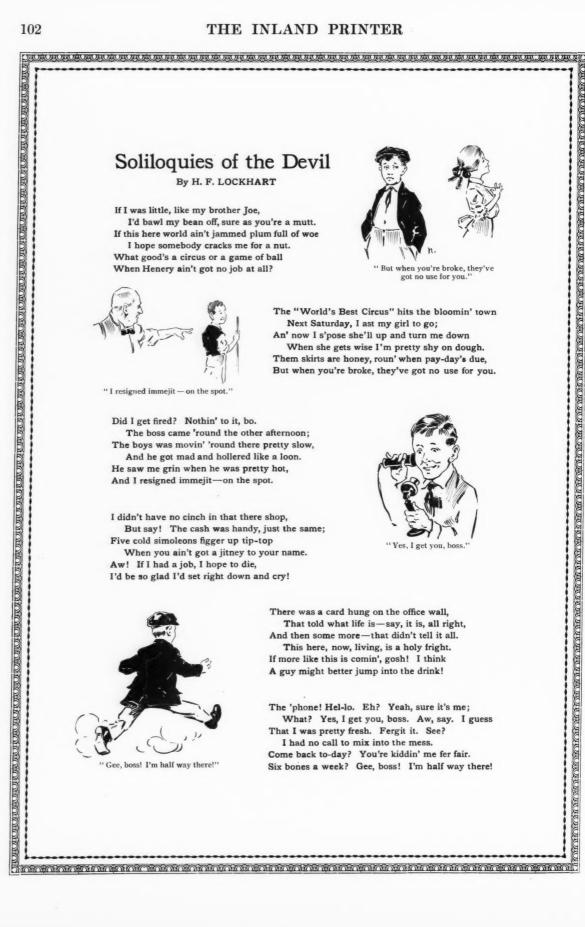
The foreman, who had not agreed very well with the man in question, angrily exclaimed:

"Progressing! There's been a lot of progress. I have taught him everything I know and he is still an ignorant fool"









Written for THE INLAND PRINTER.

# OLD-TIME PRINTERS' ASSOCIATION OF CHICAGO IN THIRTIETH ANNUAL PICNIC.

BY WILLIAM H. SEED.



HERE are some advantages in living in a modern town. Chicago is scarcely a hundred years old, and it is still possible to gather together those who have taken part in building up this mighty city. We can see its history makers before our eyes. New York and the other cities of New England have no such privilege. Those who laid the

foundations of Washington and Boston are now all of them dust and ashes. Old Chicago, however, or a very great part of it, gathered at Humboldt Park on Saturday, September 4, and no inconsiderable portion of young Chicago was there also to do honor to it. From a historical point of view, no section of old Chicago could be more interesting than the Old-Time Printers, who have recorded in permanent form our history as it has been made. Here came Peter M. Balken, the city's oldest pressman, and the venerable Mrs. Emily Beaubien Le Beau, the oldest Chicagoan extant, who is in her ninety-first year. Appropriately enough, these two were singled out for special honor.

It was the thirtieth annual picnic of the Old-Time Printers' Association, an organization which is in itself a historic institution, for out of a bare century thirty years is no mean slice, and its commendable method of celebrating



Making the Presentation Speech.

From left to right: Mrs. Le Beau, Mrs. Buckie, Colonel Madden,
Henry O. Shepard, Jr.

the Benjamin Franklin anniversary lends fresh meaning to what would in any case be an interesting occasion. The weather was glorious, and thus nature helped toward the success of the festival. This was no small consideration where so many septuagenarians were concerned.

Mrs. Le Beau was naturally the doyen of the day. Her father was Mark Beaubien, Chicago's earliest settler, who in ancient days ran the first hotel in these parts. It was called the "Saugenash," a Pottawatomie word meaning "white man," because none but "palefaces" were catered for. This makes one more instance where the once-despised Indian came into his own, because his language triumphed though he himself disappeared. What a lot of new names

we should have to invent if all those of Red Indian origin were struck out of the map of America! "Chicago" and "Illinois" are two cases in point. But what stories Mrs. Le Beau could tell of old Chicago days! And The Inland Printer means to give her the opportunity to tell them, too. She shall tell them in English, but she would be just as well able to do so in French, or in Pottawatomie, in Iroquois, Fox, Sac, Illinois or Winnebago. She must have learned a lot in the days when her father went "fiddling" to all the social functions, for he was the first, and for long the only musical entertainer the settlement boasted.



Colonel Madden Hands the Present to the Bearer, Henry O. Shepard, Jr.

Col. Michael H. Madden, himself an "old-timer," presided, and it was a great moment when there was presented to Mrs. Le Beau a beautifully chased spectacle-case. It was made of gunmetal from a United States army musket used in the defense of Fort Sumter against the Confederates in 1861. Colonel Madden made a neat little presentation speech, and the spectacle-case was handed over to the grand old lady by Master Henry O. Shepard, Jr.

Mrs. Le Beau, in her response, assured Master Shepard of the pleasure it gave her to receive the gift, which was not only of sentimental but of practical value, for it would save her many trials to have a safe receptacle for her "specs." fastened to her by its beautiful chain.

But this was not the only presentation of the day. Peter M. Balken, who lived with Indian Agent Kinzie seventy years ago, received from Colonel Madden a silver-mounted walking-stick in recognition of the distinction he enjoys of being Chicago's oldest pressman. Again the presentation was made through the medium of Master Shepard, one of Chicago's future printers. Mr. Balken's career with the press began in the fifties, and for more than forty years he had charge of the presses of the Evening Journal. Mr. Balken was sergeant-at-arms at the convention at which Abraham Lincoln was nominated in May, 1860, and the presentation walking-stick was made from wood used in the old wigwam where this historic event took place. He was also sergeant-at-arms at a similar convention in the Coliseum in 1912 — and he is still serviceable. Colonel Madden was visibly affected as he made his presentation speech, in which he dwelt upon the many vicissitudes of the recipient's stirring career, and the esteem in which he was always held by his comrades.

The reunion included a dinner al fresco, provided by the wives of the "old-timers." Mrs. Le Beau had an efficient bodyguard in Mrs. John Buckie, who is seen with her in the photographs. In 1858, when the house of Field,

Presenting the Gift to Mrs. Le Beau.

Palmer & Leiter was situated in Lake street, this lady was head buyer, and she had a chance of becoming a partner, but she preferred partnership of another kind with John Buckie, a noted printer, and the consequence is she is now numbered among the connections of the Old-Time Printers, with her eight children, nineteen grandchildren, and four great-grandchildren, and she does not seem to have chosen the worse part, either financially or in any other sense.



Mrs. Le Beau Examining the Gift.

THE INLAND PRINTER proposes to publish the reminiscences of some of the "old-timers," and thus preserve some interesting and reliable history which should be an inspiration to the younger generation, whose path has been

rendered comparatively easy by the difficulties their forerunners overcame, although the new times have brought with them problems of their own.

# ANNUAL CONVENTION OF NATIONAL ASSOCIATION OF ADVERTISING SPECIALTY MANUFACTURERS.

Plans for increasing the prestige of specialty advertising were discussed by Theodore R. Gerlach, vice-president of the Gerlach-Barklow Company, of Joliet, Illinois, at the opening meeting of the twelfth annual convention of the National Association of Advertising Specialty Manufacturers, held at the Hotel Sherman, Chicago, on September 14, 15 and 16. Mr. Gerlach spoke on "How Can This Association Promote Specialty Advertising and Increase Its Prestige?"

"Specialty advertising as an advertising medium," said Mr. Gerlach, "has a much higher standing to-day than it ever had, but by many of the big advertisers of the country,



Henry O. Shepard, Jr.
Posing for his picture after his duty had been performed.

both national and local, as well as by men engaged in other important branches of advertising, the specialty still lacks that favorable consideration to which it is entitled, and while no doubt its prestige will continue to increase from year to year the increase will be comparatively slow unless we as an association spend money and energy to place it before the advertising world in a more forceful manner than in the past. The judicious expenditure of from \$15,000 to \$25,000 annually for the next several years in advertising would, in my opinion, give specialty advertising prestige which without such a campaign it could not hope to acquire in many years."

Permanent exhibits by one hundred prominent specialty advertising manufacturers will be established in Chicago and in New York, and a campaign fund of \$20,000 will be used in propagating advertising specialties, according to action taken at the final meeting of the convention.

The meeting for 1916 will be held in Chicago, and the officers chosen for that year are: President, T. R. Gerlach, Joliet, Illinois; First Vice-President, C. H. Meeker, Chicago; Treasurer, L. A. Lemke, Chicago; Secretary, Miss E. White, Chicago.





# SOUTHERN CALIFORNIA

From the original painting by Edgar Payne, Palette and Chisel Club, Chicago.

Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago.

Four-color engavaries by the Art Reproduction Company,

712-220 Orleans Street, Chicago.

Process inks by Charles Hellmuth



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

### Lack of Uniformity in Inks.

(1731) The superintendent of an eastern label concern writes: "Would ask that you send us the best book you have on the making of colored inks. We want to make a high-gloss red and a German bronze-blue, and it seems that we are unable to get these inks to run uniformly at all times. A special formula for these two colors would be all that is necessary. We have our own ink mills and mixer, and are going to get the ink we want if it is possible to do so."

Answer.— The best and most recent book on printingink manufacture is entitled "The Chemistry and Technology of Printing Ink." This book carries working formulas
for various inks, and may be considered a hand-book on
the subject. The price is \$3 net. It may be possible that
the lack of uniformity in your inks is due to the need of
using standardized material, such as dry colors, gums, varnishes and driers. In the grinding and mixing operations,
variations in the speed and length of time consumed in
grinding may cause a change in the working condition of
the inks. Uniformity in quality of inks will depend very
much on the use of standard materials and a standard of
manufacturing operations.

### Waterproofing of Paper.

(1730) A South Dakota publisher writes: "Your answers to correspondents in your valued journal have been of so much help in many ways that I write for information concerning things which have been bothering me. First: I would like to know the process for waterproofing paper or cardboard after it is printed, with the idea of making it weatherproof. Also, is it a patented process? Second: I want suggestions on how to do a satisfactory job of printing half-tones on bond-paper."

Answer .- First: To render printed stock capable of resisting moisture and other adverse weather conditions, the sheets may be passed through a Knowlton paraffining machine. The machine coats both sides of the stock with liquid paraffin. The process is not patented, just the machine. If you have but a small order to fill, melt the paraffin in a suitable iron or graniteware dish. The stock to be coated should be kept as hot as possible, so that the coating of paraffin will not be too heavy. The sheets may be handled with metal clips, as the paraffin is maintained at a fairly high temperature. If handling cardboard, stand the sheets on edge after dipping; paper may be laid out loosely. Second: To print satisfactorily from a half-tone plate on bond-paper, you should have the following conditions present: (a) A suitable grade of bond-paper. (b) The half-tone original mounted on metal should be used to print from. The tones of the plate should be well defined. For best results use a 100-line screen. If too fine a screen is used, the result will be disappointing. (c) The best grade of job-black ink should be used. Hard rollers will be necessary, owing to the stiffness of the ink. (d) The make-ready of the plate should be with a mechanical overlay. The tympan should be mainly of hard material. If any print or other soft stock is used in the tympan, it should be separated from the top sheet by a sheet of metal or thin pressboard.

### Should a Pressman Make His Own Ink Specialties?

(1732) An eastern pressman writes: "Will you kindly give me some wrinkle or formula for making a preparation for a pressman's own personal use to assist him in overcoming the following difficulties that sometimes crop up in overprinting of colors. First: For instance, a color dries extremely hard - 'flinty' on some grades of paper, some term it 'crystallized' - and sometimes the succeeding color will not take, or lay on well. What preparation can I make to add to the ink and still keep the color solid - that is, without reducing the body of the ink — to make it take on top of the hardened surface of the color already printed? I am aware of the fact that double-rolling, with slow speed, is one remedy, but it is not always profitable for the employer. Second: What preparation can I make to add to a second color or a third color on a job of several overprintings, should one of the colors not be sufficiently dry within a reasonable time - some days, perhaps - and the succeeding color must be printed in order to get the job under way, yet the under or preceding color is still moist, or may sometimes dust off on certain grades of stock? Third: What preparation can I make to use in three-color process or four-color process printing, in order to produce a smooth, brilliant luster, not gloss? As a color-printer I have been fairly fortunate, but occasionally a little difficulty arises and the employer does not approve of the so-called patent cure-alls put up by ink firms, consequently it is up to the pressman to solve his own problems. I had a copy of each one of the preceding formulas given me by an old-time color-printer, but lost them some time ago."

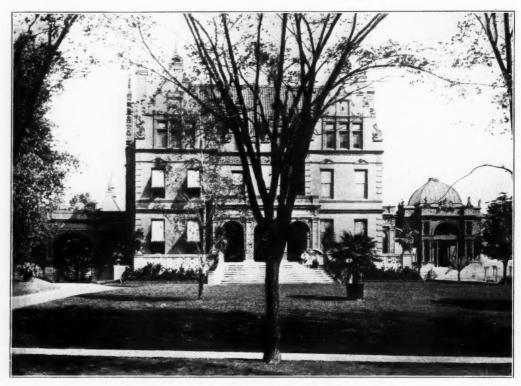
Answer.— On several occasions, in these columns, we have advocated the use of ink specialties of known merit, and have advised against the pressman experimenting with home-made dope. There is scarcely a condition in the pressroom but is met by some one of the ink specialties made by the various ink concerns. These compounds have undoubted merit, as is attested by the frequency of repeat orders. Doubtless a number of the compounds were originally devised by pressmen, and finally improved upon by the color chemist, who usually furnishes the proper proportions of the various elements used. A pressman can more economically procure the various specialties offered

by inkmakers than by making them himself. He can also be more certain of a given result by following the directions furnished than by any rule-of-thumb he can formulate with blind experiments.

### A Question of Special Ink.

(1733) A paper-box concern writes: "We desire an expression of your experience on a proposition of the following character: A label, printed in four colors, as per samples enclosed, and to be varnished — varnish to give a very highly glossed surface and to be of such hardness

surface coating, if it is a coated label-stock. In preparing the ink for such stocks, the ink-mixer is dealing with a very uncertain element. Doubtless you have had experience with papers that have given this trouble. The fault lies wholly in the surface conditions of the stock and not in the inks or varnish used. Special inks are required on all stocks that have coated surfaces, as these require inks with a weaker body, so as not to cause the peeling of the stock. Labels printed in three or more colors are always prone to adhere if piled before thoroughly dry. To varnish labels with a plate in a press is usually very unsat-



The Overlay for this Plate Was Made by the "Duro" Overlay Process.

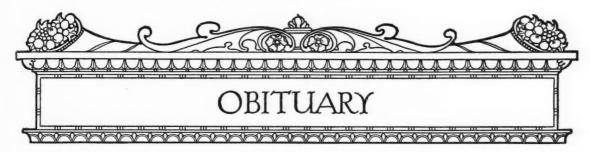
as to be impervious to all but decidedly severe contacts. The varnish to be applied on the regular printing-press the same as the color application. In considering this proposition, we would suggest that you bear in mind the following questions: What bearing would the relation of stock and inks have to varnish? Would specially prepared inks be necessary or advisable? Would it be possible to do away with the sheets sticking together, and would any considerable shrinkage ensue? Do you know of an adhesive that would apply a sheet of paper to the varnished surface without danger of its peeling off later?"

Answer.— To print a label in four colors requires a good grade of stock with inks that should eventually dry hard. We believe the varnish can not be applied in sufficient quantity by printing from a plate, and, as a consequence, its value would be lessened. The glossiness of the inks used in the design is heightened by the final varnish coating, so that if the printing is done on the right side of the stock, and the stock is not too absorbent, the result will be a smooth-finished label. Some grades of paper can not be printed unless a special blend of inks is used. This condition arises from weaknesses in the surface, or

isfactory, owing to the necessity of handling the sheets separately and laying them out. We do not know of any way to secure good results outside of machine-varnishing and drying in a drying-room. Boiled flour paste containing liquid glue is a good adhesive for your purpose. The formula could be worked out by experimenting.

### THE "DURO" OVERLAY PROCESS.

Pressman throughout the country will be interested in the half-tone reproduced on this page, for the reason that it shows the possibilities of the "Duro" overlay process, with which process it was printed, an announcement of which appears in the advertising section of this issue. Shop rights for this process are being offered to printers by The Duro Overlay Process, 121 Oklahoma avenue, Milwaukee, Wisconsin. The company is also making overlays at a square-inch rate for those who desire to try out the process before purchasing shop rights, and for those who do not have sufficient work to warrant making the investment or who lack the necessary experience in half-tone presswork and prefer to have the work done for them.



### E. W. Beedle.

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p e e, a It is with deep regret that we chronicle the passing of E. W. Beedle, former president of The Henry O. Shepard Company and vice-president of The Inland Printer Company, and one of the most widely known experts in railroad and printing-trade circles. Mr. Beedle had been failing in

E. W. Beedle.

health for the past year or more, and was able to be at his desk but very little of the time. For several months he was confined to his home.

Born in Greenville, Ohio, in 1852, Mr. Beedle secured his education in the local schools of that town and at Antioch College. At the age of eighteen years he began his career as a railroad man, subsequently filling important positions on most of the western roads. He was for years a close friend of the late Henry O. Shepard, founder of The Henry O. Shepard Company and The Inland Printer Company, and finally associated himself with these two companies, becoming closely identified with their interests. He had a distinguished peculiarity of expressing thought, the vigor and pointedness of which was at various times the subject of amused comment.

Mr. Beedle passed away on Sunday morning, September 19, at his home, 5835 Michigan avenue. He is survived

by his widow and three daughters. Funeral services were held on Tuesday morning, September 21, at St. Anselm's Church, interment being at Mount Olivet.

### Charles F. Hynes.

In the death of Charles F. Hynes, at Denver, Colorado, the printing trade has lost a notable figure who has for many years occupied a unique and high position in that industry, particularly in the Western States, where he is best known. Mr. Hynes was, for the past eight years, superintendent of the Smith-Brooks Printing Company, of Denver, the largest printing-house between the Missouri river and the Pacific coast.

It was not only as a thoroughly competent superintendent that Mr. Hynes was known, however. He was equally interested in matters pertaining to every department of the trade. He has taken an active part in printers' organization matters, estimating and cost-finding, and the affairs of the typographical union, and numbered his friends by the hundreds among all classes of the trade. It is said of him that he could always be depended upon to help out a



Charles F. Hynes.

fellow worker in any department of the industry, and his universal courtesy and kindliness to all mankind were well known.

There were two principal sides to his life: His work in the printing industry, and his sympathy and work for the unfortunates of life, those who were "down and out." In this direction he had charge of the weekly religious services conducted for many years in the Denver county

jail, and was also a member of the Board of Directors and one of the principal and most active supporters of the Sunshine Mission, established in Denver to assist the poor, sick and unfortunate. This mission was not denominational, but was conducted as a shelter with religious surroundings, in which an applicant was always welcome.

Charles F. Hynes was born in Belleville, Ontario, Canada, fifty-nine years ago. He learned the printing trade at Oswego, New York, and afterward worked at Watertown in the same State, coming to Denver in 1887. There he became connected with the W. F. Robinson Printing Company; later he was associated, in the position of foreman and superintendent, with the C. J. Kelly Printing Company and Williamson-Haffner Company. Eight years ago he went to the Smith-Brooks Company, as superintendent, a position that he held with unusual ability and success until one week before his death, which occurred on Saturday, August 21, at his home, 2117 East Twenty-second avenue, Denver.

There was no man just like Charles F. Hynes in the Rocky Mountain West. He was a credit to the printing trade to which he devoted all the years of his life, and he will not soon be forgotten by the many persons with whom his position and his interests brought him in contact.

### E. W. Chesterman.

In the passing of E. W. Chesterman, secretary of the Franklin-Typothetæ of Chicago, the printing industry of that city loses one of its most faithful and conscientious workers. Mr. Chesterman was taken suddenly and while apparently in the best of health, and his death came as a



E. W. Chesterman.

severe shock to his many friends and coworkers. The cause of death was blood-poisoning.

Mr. Chesterman was born in Chicago in 1870, and was educated in the public schools. He started out to carve a fortune for himself in the business world, but always fancied a legal career, and with this in view he studied law and was eventually admitted to the Illinois bar. For some years he practiced, but in 1902 became secretary of the Chicago Electrotypers' Association. In 1907 he also assumed the secretaryship of the Photoengravers' Association and the management of the employment bureau of the Chicago Typothetæ. When the Mutual Fire Insurance Company was formed in Chicago he took over the secretarial duties, and in 1912 gave up the work of the Electrotypers' Association in order to devote his entire energies to the interests of the Chicago Typothetæ and the fire-insurance company. When the amalgamation of the

Typothetæ and the Ben Franklin Club was completed in the early part of the summer, he was appointed as general secretary and has spent the past few months getting the committees together and planning for an active fall campaign.

Mr. Chesterman leaves a widow, who is an invalid, and three children — two daughters and a son.

### William Hugh Spottiswoode.

William Hugh Spottiswoode, director and manager of Messrs. Eyre & Spottiswoode, Ltd., the well-known English printers and publishers, passed away recently at Llandrindod Wells, from heart failure, after only two days' illness. Born in 1864, Mr. Spottiswoode was the son of William Spottiswoode, a distinguished scientist, and president of the Royal Society, who was buried in Westminster Abbey, where, in 1893, Hugh Spottiswoode was married to a daughter of the late Mr. J. L. Tomlin, of Richmond, Yorks. Hugh Spottiswoode was the largest shareholder in and chairman of the board of the Sphere and Tatler and the Pie Publications, Ltd. (Printers' Pie and Winter's Pie), and was a director of the Royal Academy of Music, and of Messrs. John Broadwood & Sons, Ltd. He was formerly one of the managers of the Royal Institution of Great Britain, and a member of the committee of the Royal Literary Fund. His rare gift as a raconteur, and his urbanity and geniality were used in aid of the charitable institutions connected with the printing and allied trades with remarkable success, as instanced in Printers' Pie, which he founded and edited, it being started as a charity in 1903, with free contributions from prominent authors and artists. Since 1911, however, it has been run on a commercial basis, but the preference shares are held by a trust on behalf of the following six charities: The Printers' Pension Corporation, the Royal Literary Fund, the Newspaper Benevolent Institution, the Booksellers' Provident Institution, the Newspaper Press Fund and the Artists' General Benevolent Institution. Hugh Spottiswoode was educated at Eton and Balliol College, Oxford, and his connection with Messrs. Eyre & Spottiswoode dates back to 1885. Mr. Spottiswoode was the donor to the nation of the picture of the King and Queen, the Prince of Wales and Princess Mary, painted by Mr. John Lavery. William N. Kerr.

William N. Kerr, president of Murdoch, Kerr & Co., printers and publishers, and one of the most widely known business men of Pittsburgh, passed away at the Presbyterian Hospital on Thursday, September 2, following an operation for a sudden attack of appendicitis. Mr. Kerr had been a lifelong resident of Pittsburgh, and his family were among the early settlers there. For years Mr. Kerr was a member of the Board of Managers of the Western Penitentiary and of various Pittsburgh clubs, among them being the Duquesne Club, the Pittsburgh Country Club and the Allegheny Country Club.

### R. F. Welsh.

R. F. Welsh, former president of the Ben Franklin Club of Chicago, and for some time one of the most active workers in that organization, passed away on Sunday, September 19, at his home, 7438 Dante avenue, death being due to tubercular meningitis. At one time Mr. Welsh was employed in the bookkeeping department of R. R. Donnelley & Sons Company, after which he went into partnership with J. P. Cassidy, of The Commonwealth Press. Later he formed the company bearing the name R. F. Welsh Printing Service, and became its president. He is survived by his widow and four children.

Written for THE INLAND PRINTER.

# HANDLING CORRESPONDENCE AT THE UNITED STATES DEPARTMENT OF STATE.

BY WALDON FAWCETT.



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HEN the great European war broke out a year ago, business at the Department of State increased with a rapidity probably unequaled in the case of any private corporation in history. From a dignified and decorous institution, operating sedately in office hours of 9 A.M. to 4:30 P.M. daily, except Sundays and holidays, the State

Department was suddenly transformed at a click of the telegraph key into a high-tension business institution, its offices never closed, some of its executives working twenty hours a day regularly, for weeks at a time, and its clerical and stenographic forces multiplied many times over.

That the State Department did not "break down" under this sudden and unprecedented stress and strain has been due in great measure to the availability and adaptability of modern American office systems. Although little has been said about it in print, I am not sure but that this emergency achievement at Uncle Sam's headquarters of statecraft constitutes the greatest tribute ever paid to the efficiency of Yankee business equipment and business routine.

Right at the beginning of the war, to let our readers into a state secret, the card-index "saved the day" at the



Wilbur J. Carr.

Director of the United States Consular Service, who has general supervision over the interchange of correspondence between Washington and Uncle Sam's branch offices abroad.

State Department. It may be remembered that when war was declared, tens of thousands of American tourists were in Europe and the State Department was literally swamped by appeals to locate the marooned travelers and offer them aid to get home. Some system for handling this business had to be devised, literally, over night. The card-index

Note.— Photographs copyright by Waldon Fawcett.

was the solution, and remains the solution to this day. It was not a card-index, either, that could be kept by rule of thumb. Oftimes entries on the cards were made in pencil instead of on the typewriter, and sometimes, when the space on a card was exhausted and there was not time to make out a new card, a piece of white paper was pasted to the original card to carry the overflow notations. But the point is that this makeshift card-index met all demands in a crisis. On one score alone the officials feel that the card-index saved the Government thousands of dollars. In



Herbert C. Hengstler,

Chief of the United States Consular Bureau, State Department, who has charge of Uncle Sam's huge consular correspondence.

many instances, inquiries regarding some missing American have been received from a number of different quarters. Had it not been for the card-index, which instantly disclosed the status of each quest, there would have been costly duplication of effort.

It has been, however, in the handling of correspondence that a modern miracle has been performed in an institution that the average "live-wire" business man is prone to regard as slow-moving and clogged with red tape. The State Department did rise to the occasion and no mistake, but one shudders to think of how the avalanche of correspondence during this first year of the war would have been handled but for the aid of the various devices for reducing labor and increasing efficiency, such as dictating machines, typewriting machines, and other office appliances. Taking the whole year through, and not merely the strenuous first few weeks, the volume of correspondence at the Department of State has increased more than two hundred per cent. At the United States Consular Bureau, which has been a vortex for correspondence because all communications to and from United States consuls in foreign countries go through this channel, the clerical and correspondence staff has been increased within the year from eighteen to sixty-five persons.

Nor is it possible to make use of short-cuts in handling

correspondence at the State Department. Occasionally, when a blanket inquiry is to be made of all consular officers on some one topic—say as to trade opportunities for American goods—a form-letter, printed or mimeographed, may be sent to all Uncle Sam's "branch offices" abroad. This was the plan followed in the recent world-

in the mail-chute or street letter-box. Uncle Sam is in communication with several hundred outposts located in every quarter of the globe, and in order to keep business well in hand it is essential to so dispatch mail that each batch will "catch" the proper steamer and go to its destination by the most direct route. What this means in time



The Department of State, Washington, D. C.

wide survey of the market abroad for American paper and stationery. In the vast majority of cases, however, individual letters are required. To add to the burden of handling Uncle Sam's international correspondence, there is the circumstance that a very large proportion of communications, especially in time of war, are by cable. Thus it is

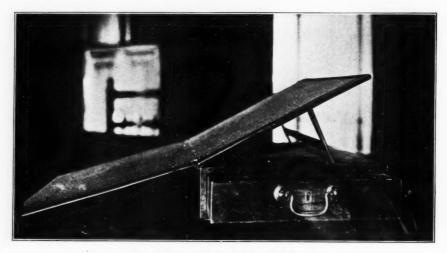
of war, when steamer sailings are interrupted or curtailed, and when mail must go by circuitous routes, may easily be imagined.

On top of the other special considerations to be taken into account with reference to the handling of correspondence at the State Department, is the fact that all diplo-

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correspondence.

One of Uncle Sam's Most Highly Prized Relics.

The desk on which Thomas Jefferson wrote the Declaration of Independence, and important official

necessary to not only transmit the original, perhaps putting it into cipher for the sake of secrecy, but to simultaneously post a copy so that this duplicate, reaching the addressee by mail, will serve to confirm the advice by wire.

And, mind you, the problem of handling correspondence at the State Department does not end, as does so much business correspondence, with the deposit of the missives matic correspondence, and a considerable share of the consular mail, is received and dispatched in special locked pouches. The object, of course, is to shield from the prying eyes of censors or spies the interchanges between Washington and our embassies and legations abroad, but it makes a deal of extra work in handling correspondence. The pouches are sent at regular intervals under ordinary condi-

tions; but since the outbreak of the war it has been necessary to send many extra pouches, each duly closed with a seal which is supposed to guarantee its safe and speedy transmission direct from Washington to the foreign capital to which it is addressed.

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The filing of correspondence in any big institution is a responsibility not to be taken lightly, but I actually believe that there are few business houses in the country where the proposition is more complex than at the State Department. The explanation lies in the numerous and diverse subjects upon which this branch of the Government is addressed. The innumerable questions that arise in connection with the interests of Americans residing or traveling abroad for business or pleasure; the queries of Yankee business men in scores of different lines as to the outlets overseas for their products; and the problems that crop up with reference to American ships and American cargoes,

Service when to jog the memories of their representatives in foreign parts when they fail to report promptly on matters assigned to them. Of course, there are plenty of good "tickler" systems on the market, but none of them quite "reaches the spot" at the Department of State because the conditions are so different from those prevailing in the average commercial house. What makes the situation difficult is the necessity of allowing consular officers varying lengths of time in which to make reports in accordance with their respective distances from headquarters. Thus, whereas the consul at Liverpool ought to get a stir-up letter if he has not executed a commission from Washington within three weeks, it would be inadvisable to send a "tracer" to Buenos Aires under eight or ten weeks at the least. How to get a check system sufficiently elastic to take care of these varying conditions is a poser.

The permanent preservation of some of the correspon-



Clerks at the State Department Handling Correspondence.

especially under the present blockade conditions in Europe, are but a few of the influences that combine to make State Department correspondence wide in scope. The range is all the greater now that Uncle Sam is acting for various belligerent nations at capitals in the enemy's territory from which their regular envoys have been withdrawn.

Subject-filing and subject-indexing are the mainstay of the officials at the State Department who must have accumulated correspondence where they can quickly lay hands upon it. The multiplicity of subjects to be covered renders this virtually the only course open to them, although geographical specialization is also followed in handling correspondence at the Department. Subject-filing, under such circumstances, has the advantage that when any delicate question is put up to the Department it is a simple matter, in the search for precedents and past performances, to muster all the documents and correspondence bearing upon previous cases that approximate the one claiming attention, or that most nearly resemble it.

There is one "long-felt want" at the State Department, and any man who can fill it will earn a debt of gratitude if nothing more. The need is for a check system—a "tickler" or reminder paraphernalia that will automatically tell the officials of the United States Consular

dence reaching the State Department is highly desirable, and, consequently, there are in vogue modifications of what are generally known as the standard methods of filing. In some instances, where it is desired that papers be exposed to light as little as possible, filing in envelopes instead of in folders is resorted to. Treaties, including the commercial treaties which mean so much to our business interest, are filed in this way. Certain classes of valuable documents, as, for example, the original manuscripts of proclamations issued by the President of the United States, etc., are bound in large volumes, each 14½ by 17½ inches in size. At the headquarters of the Consular Service it has been found that an ideal way to preserve for ready reference a file of printed circulars and form-letters is by means of loose-leaf binders.

One conclusion of the correspondence experts at the State Department that will be concurred in by many business men is to the effect that administration is facilitated if reports, etc., are in duplicate or in triplicate. Accordingly, when a United States consular officer in Paris or Patagonia gets instructions to report on the market for any American-made articles, he transmits his findings to the State Department in the form of an original, and two carbon copies, each of which must be as good as the orig-

inal. One of these reports goes into the State Department files; the second is turned over to the Department of Commerce for publication in Uncle Sam's business daily, *The Commerce Reports*, and the third is, probably, turned over to some trade-promoting agency such as the Pan-American Union. It is this same idea which impels the State Department to require two copies of the photograph of each person to whom a passport is issued. One of these portraits is pasted on the passport. The duplicate is indexed and filed at the Department.

Aside from the heavy volume of what may be termed business correspondence that is handled at the State Department, there is a considerable amount of what may be designated ceremonial correspondence. Whenever there final corrections were being made, at two o'clock in the morning, on an important document, the institution was in virtually simultaneous communication with three foreign capitals.

It has been found at the State Department that for "speeding up" correspondence there is nothing to compare with specialization. Thus we find, as wheels within wheels in this institution, a Division of Latin-American Affairs, a Division of Near Eastern Affairs, a Division of Far Eastern Affairs, a Division of Western European Affairs and an Office of Foreign Trade Advisers. The result of this apportionment of responsibility is that when any matter claims attention it can be handled by specialists who, by virtue of constant study and watchfulness,



Frequent Consultation of the Records Is Necessary in Handling Diplomatic Correspondence at the State Department.

is a birth or a death in the family of any one of the world's rulers, and on the occasion of anniversaries, etc., it is customary to send autograph letters of congratulation or condolence, as occasion may dictate. These formal missives, though signed by the President of the United States, are composed and penned at the Diplomatic Bureau of the State Department. Sidney Y. Smith, the chief of this division of the State Department, has been serving so long in the rôle of ready-letter writer that he knows just what to say and how to say it under any given circumstances, but were he ever in doubt he has but to consult the forms in copper-plate penmanship that have been in use since the earliest days of the republic.

The idea of putting into printed form letters or communications—form-letters though they be—that are highly confidential may strike some readers as a trifle odd, and yet as this is done at the State Department there is little danger that "leaks" will occur. A well-equipped printing-office tucked away in one corner of the massive home of the State Department, the largest office building in the world, does work that probably surpasses that of all other print-shops in its confidential character. Often the force of two dozen compositors, proofreaders and pressmen has been kept on duty far into the night putting into type rush matter, and on one recent occasion when the

are enabled to turn around on the proposition more promptly and with a surer grasp of the situation than would be possible were the subject less familiar to them.

### ANTHONY COMSTOCK IS DEAD.

Anthony Comstock, secretary of the New York Society for the Suppression of Vice, died at his home in Summit, New Jersey, on Tuesday, September 21, after a brief illness.

Mr. Comstock was noted for his crusades against immorality. He began in 1872, when he was a dry goods clerk, and succeeded in suppressing an objectionable book that was being circulated among his coworkers. So elated was he over the success of his first effort that he decided to make the crusade against vice his life-work.

In 1873 the New York Society for the Suppression of Vice was formed by a group of prominent New York men, and Mr. Comstock was made its special agent. He pushed his campaign, and thousands of arrests and convictions resulted. The same year the postoffice department employed Mr. Comstock as an inspector, and it is said that he had much to do with checking fraudulent transactions through the mails. Through his attacks on exhibitions and sales of pictures which were regarded by many as works of art, Mr. Comstock was much in the public eye and often was criticized severely.

### CLIPPINGS AND COMMENTS.

From "A Line o' Type or Two," by B. L. T., in Chicago Tribune.

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### An Iowa Pastime.

A merry bunch partook of fried chicken and other good things at the George Anderson home Sunday. The men hunted rats while the women prepared the dinner.— From the Centerville Iowegian.

### High Jinks.

Our mail carrier, Mr. Jinks, went to Verdigre Friday evening to celebrate and visit with home folks. He also celebrated at Santee Monday, it being the legal holiday. We had no mail service, so our items are late for the past week.—From the Niobrara (Neb.) Tribune.

### Why Rub It In after Twenty Years?

Rev. O. A. H. De la Gardie occupied the Methodist pulpit on Sunday at Roanoke much to the satisfaction of his friends here.— From "Twenty Years Ago," in the Gridley Advance.

### Iron Entering the Soul Is Nothing to This.

Jacob Ballet's seating capacity has been painfully interfered with lately by sitting down while repairing a creosote roof.— From the Edinburg (Wis.) Herald.

According to the uncommonly inspired compositor of the Tulsa World, the Colonel planted a "popular" tree in San Francisco.

### The Hyphen.

That mighty engine, the hyphen, which like some giant telescope has helped us to see new worlds, new freedom, spring-time and rejuvenation in the familiar word "recreation," can give it yet another glory. For what is it that art, music, literature, drama do for us? Is it not to re-create our jaded, humdrum lives? Art carries us off into a far country, more beautiful, more poignant, more tragic, perhaps more humorous and sparkling, perhaps nobler and more heroic, than is shown us in the workshop or the home. We emerge refreshed by this intense experience, and for a few precious minutes we look upon the world as if our eyes had never been dulled and stupefied by repetition and inattention, never lost the child's divine power of surprise.—From Cabot's "What Men Live By."

### Ho, Maid of Athens!

Sir: Sign on a Greek fruit store on Cottage Grove

"Takhoma Brick of Cream Ho Maid."

### G. J. J.

### To Them That Hath.

Mr. and Mrs. Wilbur Liddicoat of this village are the proud and happy parents of a pair of triplets, born July 17.—From the Mineral Point (Wis.) Democrat.

### A Canadian Joan of Arc.

Young Scotch girl wants position as general. Address 1127 Pender street, east.—From the Vancouver Province.

### A Live Wire.

The resignation of Supt. Fox of the cemetery board has been received with deep regret, for he is certainly the man for this place. Mr. Fox has been wrapped heart and soul into the work.— From the Paxton Record.

### One on the Colt.

A suckling colt followed a Ford auto in Whitley county.

— From the Goshen (Ind.) Democrat.

WE are advised that our composing-room style requires "it" when referring to a vessel. We suggest that this gem of style be also applied to whales, so the call may read: "There it blows!"

### Did You Say Broken?

FOR SALE—Pair of broncho horses. Good weight, sound, broken. Owner in hospital. Address L. B. Schell.—From the Eau Claire Leader.

### The Second Post.

Dear sir. I know that applications of this sort are always kind troublesome but I ow it to myself to do it. I do not think that I am quite fit for any literary service to any newspaper, but while I ought to hurry up and take a course and the chances of getting a steady position in my present trade are kind discouraging, and have me kept behind about six months allready, I would be glad to know if there is any manual work in your establishment that I could do (of short hours) and earn about enough to meet my expenses which are not very much. Respectfully yours, etc.— Received by the W. G. N.

### Signs of the Times.

In the window of a tire store in Minneapolis: "Perfect seconds." In Princeton, Ind.: "The trustees will cheerfully talk over cemetery matters with you." On a door in Green Hall, U. of C.: "Please pull to you." On Wabash avenue: "All kinds of sandwitches to take out." In a north side theater: "We stand behind every bed we sell unless you object."

### Whaddayamean? Says She.

Notice — I will not be responsible for any debts contracted by my wife (Mrs. Nellie Hedges) on or after this date.

(Signed) W. B. HEDGES.

Notice — Mrs. Nellie Hedges doesn't understand an advertisement appearing in the Sunday Whig — Mr. Hedges does not now and never has paid any of Mrs. Hedges' bills.— From the Quincy Whig.

POSTED in the Harper Memorial Library: "Please don't use no water this morning."

### The Second Post.

Gentlemen,— Dear Sir: Do you know of any kind of a Device Made in this Country or any Outher Country, that Will Enable a Student of the Violin to tell by Fealing whare the Tones Change when they are a Looking on their Music. this would be a Great Invention for New-Beginners. Thanking? yo in advance for ran answer to this Letter and also all of the Information yo can Give me in this Matter.

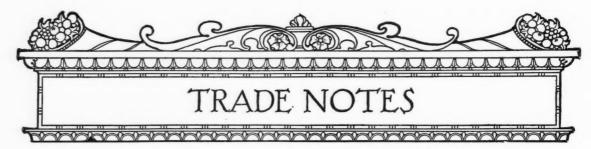
I. Remain yours Respectfully, etc.

Guess I will send in a subscription to the Violinist and Drop some of the Outher Papers.—Received by The Violinist.

### Considerable Nee.

If Mrs. Charles H. Stewart, "nee" Mrs. Olive Grace Peach Fanjoy, has obtained a divorce from her one time husband, all well and good.—From the esteemed City Press report.

"IT was a remarkable session," says the Ottumwa Review, reporting a Sunday night service in the Apostolic Faith Tabernacle. It must have been, as the Review mentions that "Mrs. Peters, prone on her back, lies two hours on platform; 80 minutes immovable, arms uplifted."



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

### "Newspaper Reporting," by W. L. Taylor, York, Pennsylvania.

A booklet of definite instructions and suggestions for the country-newspaper correspondent, and the suburban and small-city reporter; and while written especially for them, contains much "good dope" for news writers generally.

### The Kidder Press Shows Trend of the Times.

A cheering report comes from the Kidder Press Company, of which the Gibbs-Brower Company, New York, are the agents, that they are swamped with business. When press-builders are rushed with work on their legitimate lines, it is of good portent for the printing trade.

### Empire Mergenthaler Linotype School in New Quarters.

The Empire Mergenthaler Linotype School, Frank F. Arnold, manager, has announced its removal from 419 First avenue to 133-137 East Sixteenth street, New York city. The school will operate a battery of eighteen standard linotypes in its new home.

### Johnson Angle-Roller Socket for Inking-Rollers.

J. F. Johnson, of Battle Creek, Michigan, has devised a simple and effective means of stopping the inking-rollers spinning. The device saves rollers, noise, time and money. He will be glad to help you to this saving if you will write to him, but we will illustrate his plan next month in these pages.

### Wyche Greer to Fort Worth (Tex.) "Record."

Wyche Greer, formerly general manager of the El Paso (Tex.) *Morning Times*, has been appointed general manager of the Fort Worth (Tex.) *Record*, and he has taken a financial interest in the paper as well. Mr. Greer's experience has covered every department of the newspaper business and he should prove an especially valuable acquisition to the *Record's* capable staff.

### New Tatum Catalogue.

The excellent line of machines for punching, perforating, drilling, crumping and round-cornering paper, manufactured by The Sam'l C. Tatum Company, Cincinnati, Ohio, is shown to excellent advantage in a new catalogue recently issued by that firm. The catalogue is admirably printed on enameled stock, and the half-tones, together with concise descriptive matter, make a thorough understanding of the various machines a very simple matter. A number of new and useful attachments have been added to the firm's line, including combination punching members, indexing, tab-cutting and perforating attachments, all designed for the purpose of cutting down the item of

labor expense. A copy of this informative catalogue can be secured by any employing printer who addresses the company at Colerain and Monmouth avenues, Cincinnati, Ohio.

### Richard Beresford Now Assistant General Manager Universal Typemaking Machine Company.

Richard Beresford, one of the best known and most popular printing-machinery salesmen in the Middle West, has resigned his position as western manager of the Lanston



Richard Beresford.

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Monotype Machine Company to become assistant general manager of the Universal Typemaking Machine Company, of New York and Chicago.

Mr. Beresford has been connected with the Monotype Company for the past six years. He is a practical printer, having served his apprenticeship in his father's establishment at Washington, D. C., after which he was a proofreader in the Ketterlinus plant, Philadelphia; then purchasing agent of stationery and printing for the American Bridge Company. Later Mr. Beresford was superintendent of the Pittsburgh Printing Company, and from there went to the Westinghouse Electric Company as superintendent of its printing department.

Mr. Beresford's long, practical experience and his successful association with the Monotype Company, together with his thorough acquaintance with printing machinery and with efficiency methods as applied to printing, makes him a valuable addition to the Universal Typemaking Machine Company's sales force. His many friends in the Middle West will doubtless hear and see more of him now than ever before.

Mr. Beresford will be in charge of the western office

and territory of the Universal Typemaking Machine Company, with headquarters at 1730-1731 Transportation building, Chicago.

# James H. Sweeney Western Manager Lanston Monotype Machine Company.

Upon the retirement of Richard Beresford from the position of western manager of the Lanston Monotype Machine Company, announcement of which is made elsewhere, James H. Sweeney, his assistant, was appointed as



James H. Sweeney.

his successor. Mr. Sweeney is well known among monotype users through the western territory, as for nearly seven years he has been in the Chicago office handling correspondence and other details, and also meeting customers during the absence of his chiefs. At the time of the transfer of Joseph Hays to the main office of the company, and the appointment of Mr. Beresford as his successor, Mr. Sweeney was promoted to second in command.

The advancement of Mr. Sweeney to the position of manager comes as the recognition of sterling merit and ability. He has grown up with the company, and his previous business experience particularly fits him for his new duties. During the past two years Mr. Sweeney has traveled over the western district extensively, and has closed several important contracts.

Mr. Sweeney will have as his assistant Cyril C. Means, who has been a salesman attached to the Chicago office for some years. Previously he had been an operator and also occupied executive positions in several large shops. He is a printer who combines intelligence with a wide scope of practical knowledge, and his association with Mr. Sweeney will make a team of progressive young men who know the wants and needs of their company's clients and will leave no stone unturned to give them a service, which will mean much toward the advancement of the company's business in the Middle West.

### A Modern Plant for Rockford, Illinois.

The eyes of all printers considering the proposition of building permanent homes for their plants could be advantageously turned toward Rockford, Illinois, and centered upon the new structure which the Bliss Printing Company has built to house its growing business and equipment. The career in the printing business of Eugene H. Bliss, head of the firm, has been a continual ascent from a very modest start, through positions of increasing responsibility in all branches of the industry, to the head of so fine an institution. The handsome new home of his plant was built with a view to minimizing the number of operations, thus

increasing efficiency, and, at the same time, considerable thought was given the matter of furnishing the employees ideal working conditions in the form of large, airy rooms with plenty of wholesome light.

The structure is of fireproof construction, two stories high, with an airy basement only slightly below the ground level. The office is at the front of the main floor, and at the rear is the composing-room, while the pressroom and bindery are in the basement. In building, ample space was allowed for growth, made certain by the continued increase in the firm's business.

# A. Vyrde Ingham Joins Faculty of Carnegie Institute of Technology.

A. Vyrde Ingham, for the past six years business manager and superintendent of the Roycroft Shops, at East Aurora, New York, has severed his connection with that institution and accepted a position on the faculty of the Carnegie Institute of Technology, at Pittsburgh, Pennsylvania, in the Department of Typography of the School of Printing. To Mr. Ingham's efforts has been due in no small measure the high quality of the product of the Roycroft Shops.

Mr. Ingham learned his trade in a job-office at Elgin, Illinois, and afterward taught printing in the manual training school at that time connected with the Elgin Academy, of which school he was a graduate of the Class of '94. For seven years he was foreman of the job department of the Geneseo (Ill.) Republic, and, to quote his own statement, "It is my belief, born by experience, that there is no place the equal of a first-class 'country' shop in



A. Vyrde Ingham.

which to get a real education in printing." From the Republic he went to the Davenport Newspaper Union, Davenport, Iowa, as superintendent, which position he filled for two years, leaving to take charge of the printing department of the Moline Plow Company, of Moline, Illinois, one of the best private printing-plants in the West. After three years in this position he left to take up the work at the Roycroft Shops.

### Keystone Type Foundry Announces New Additions to Forces at New York Office.

The Keystone Type Foundry has recently announced the addition to the forces of its New York office of George W. Morey and W. John Chambers, whose facial expressions when in good humor—which is at all times—are



George W. Morey.

reproduced herewith. Mr. Morey was formerly with the company, but left to enter other fields. His strong desire for his first love, however, forced him to return. He plans to visit all of his old friends and to make many new ones in the very near future, but says that if he is needed before that time a telephone call or a postal card will bring him. Mr. Chambers is widely and favorably known in the printers'-supply field, and his practical knowledge of the business, combined with his pleasing personality and thorough understanding of the requirements of the New York trade, will make him a valuable addition to the forces of the company.

# Robert W. Leigh, New Manager Milwaukee Printers' Supply House.

The Milwaukee Printers' Supply House, 125 Second street, Milwaukee, Wisconsin, has announced the appointment of Robert W. Leigh as manager, to succeed S. G. Greenfield, who started the business and has attended to it since its incorporation. Mr. Leigh is thoroughly posted in the business, and his knowledge of their requirements will enable him to render the best of service to the company's customers.

### To Standardize All Metals Used by the Printing Trades.

The Michigan Smelting & Refining Company, of Detroit, Michigan, is taking the initiative in the important work of standardizing the various metals used by printers and publishers, an advance step in the right direction that will not only avoid much confusion and loss, but give substantial guarantee as to quality, while affording easy means of distinguishing the different metals by definite designs for the molds, and by fixing the quality of each metal with exact guaranteed formulæ designating standard grades of new and refined materials.

The first step in this important matter has been determined by long experience and investigation into the subject of correct formulæ for the different metals, known as linotype, monotype, stereotype and electrotype.

To standardize these formulæ, exact proportions, correct balance and quality of materials are the essentials. These essentials must be controlled in the laboratory, the starting-place for all correct metallurgical practice, and for this work alone the company is enlarging, remodeling and installing one of the most complete metallurgical laboratories in the country in connection with its modern and up-to-date plant and equipment for the manufacture of non-ferrous metals.

The next step is to create and establish standard shapes, sizes and designs for the finished products that will be most convenient for use, and easy to distinguish for the different purposes intended.

The details having been carefully considered and worked out, the company will issue an illustrated and descriptive pamphlet to all interested in this subject. Copies may be secured by addressing White Metal Department, Michigan Smelting & Refining Company, Detroit, Michigan.

# Joseph Kastner, Jr., in Charge of Western Office of John Thomson Press Company.

Joseph Kastner, Jr., has been appointed to the position of western manager of the John Thomson Press Company to fill the vacancy caused by the resignation of F. J. Shead. Mr. Kastner has been with the company for several years, and for the past two years has been manager of the Cin-



W. John Chambers.

cinnati office, handling the States of Ohio, Kentucky and West Virginia. From the Chicago office he will handle the States of Illinois, Iowa, Indiana, Michigan, Wisconsin and Minnesota. Mr. Kastner possesses a pleasing personality, is forceful and energetic, and, though still a young man, has a wide knowledge of the requirements of the printing industry. He is well posted on methods of efficiency and will be able to render valuable service to the customers of the company. M. A. Grambow, who has been connected with the New York office of the company, has been appointed to succeed Mr. Kastner at the Cincinnati office.

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### The Slideograph.

Ed. H. Farr, of the Whiting Call, Whiting, Indiana, is sitting up nights booking the orders that are coming in from printers all over the country signing up for Ed's money-making invention for printers, the Slideograph, by which the printer can print advertising slides for the "movies" rapidly, efficiently and profitably. Stop experimenting and write to Ed. You need the money. So does Ed. This is not advertising. It is good-will and quite profitable, thank you.

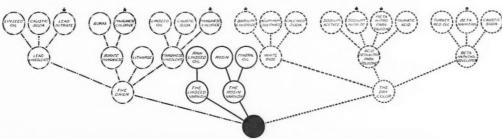
### Structure of a Simple Colored Ink.

The George H. Morrill Company, producer of printing and lithographic inks, with head offices at Norwood, Massachusetts, has rendered a distinguished service to the trade, and inkmakers in particular, by issuing a colored chart showing the elements that go into the making of a simple color, red in this instance being selected for presentation. In the original chart green, red and black lines are used to show the connections, but for purposes of presentation here dotted, broken and continuous lines are used in the repro-

Founders Company recognizes this in putting out a very attractive series of faces especially suitable for use with the Emboso process. Strong advertising is being done to advance the cause of direct advertising, and probably no feature in a printed job seizes the attention more quickly than the distinctiveness of an embossed effect. The Emboso Sales Company, of Washington, D. C., controls the basic patents on the Emboso process, and has brought it to perfection. The coöperation of the company should prove most profitable to printers who are looking for means to give additional attractiveness to direct advertising.

### Gas Governors for Linotype Machines.

An important part of every linotype plant, whether it consists of a large number of machines or merely one, is the gas governor, as by the control of pressure and temperature it assists in the production of perfect slugs, saves the operator's time and conserves gas. Following its regular policy of issuing bulletins that contain information of interest and importance to owners and operators of machines, the Mergenthaler Linotype Company has recently



Structure of a Red Ink, Adapted from the Colored Chart Issued by George H. Morrill Company.

duction. The group represented by the broken lines is the drier group. Each circle represents a substance, and the lines show how they are put together. There are nine substances and eleven processes. The unbroken lines represent the varnish group. Each circle represents a substance, and the unbroken lines show how they are put together. There are four substances and three processes. The group represented by the dotted lines is the dry-color group. Each circle represents a substance, and the dotted lines show how they are put together. There are ten substances and eleven processes. The black circle is the final ink (red), made up of twenty-three ingredients and thirty-three processes. The stars indicate materials which are imported, the prices of which are affected by the war. There is much more information on the chart which printers will be interested in and which is calculated to make them think twice before they add to the troubles of the inkmaker. We understand that these charts will be sent on request to printers and other users of ink.

### The Emboso Process.

Many printers have experimented in making imitations of die-embossed printing, but few have carried it to any degree which would warrant its acceptance as a commercial or artistic success. It is one thing to have attempted to do a thing, and it is another thing to have developed it and pursued it to a definite purpose. It is to the latter class that the law allows protection. Even if the law does not allow protection, the company which is in a position to furnish a service which has been carefully developed is a better proposition to tie to than the "nifty" printer who can make everything for himself. The American Type

published an eight-page bulletin bearing the title, "Linotype Gas Governors—The Individual Machine and Plant Types Illustrated and Described." Copies of this bulletin may be secured by addressing the company at its main office, Tribune building, New York city, or at any of the branch offices.

### A Newspaper Engraving House.

Newspaper Engraving Company is the name of a new corporation recently launched for the purpose of specializing in engravings, artwork and cartoons for newspaper customers. The home of the new concern is in the Herald building, Grand Rapids, Michigan. The corporation is capitalized at \$25,000 and its officers are as follows: President, Wm. Alden Smith; vice-president and treasurer, Arthur H. Vandenburg; secretary and manager, William Alden Smith, Jr. At present the company is operating an all-night service, but it is the plan of the officers to install an all-day service when the volume of business makes it advisable. The service idea will govern, the nature of the business demanding speed.

### James V. Boyle with Sinclair & Valentine Co.

James V. Boyle, son of Daniel Boyle, director and secretary of The Henry O. Shepard Company, is now on the sales staff of the Chicago branch of Sinclair & Valentine Company. James V. served five years under the tutelage of the Philip Ruxton, Inc., Chicago branch, and under such past and present conditions he should do well. One of his first troubles was to assent to the fact that yellow and blue made green, but time has reconciled him, and he is young yet.

### Eighth Annual Tournament of the Union Printers' National Baseball League.

The eighth annual tournament of the Union Printers' National Baseball League, held in Philadelphia during the week of August 22 to 28, was, like its predecessors, a grand success. The following were the social features:

Sunday evening.— Sacred concert in the headquarters hotel, the Hotel Walton.



Cup Presented by the Lanston Monotype Machine Company.

To be retained permanently by the winning team in the eighth annual tournament of the Union Printers' National Baseball League.

Monday evening.— Dance in the ballroom of the hotel. Tuesday evening.— Smoker for the men in Turner Hall; theater party for the ladies.

Wednesday.— Special train to Atlantic City, returning at 11 P.M.

Thursday evening.- Visit to Chester Park.

Friday evening.— League night. This is a function given by the league to the local union printers, their wives and friends. Dancing was indulged in and refreshments served.

St. Louis won the Herrmann trophy, and also the handsome silver cup presented by the Lanston Monotype Machine Company, of Philadelphia, to be retained permanently by the winning team, defeating last year's champions, the Washington team, in the finals. The baseball games were keenly contested; in fact, none but a high-class team can hope to get into the finals, the printers of the various cities sending clubs to these tournaments that would make a creditable showing in Class A leagues.

John M. McGowan, of Chicago, was reëlected president; C. A. Bookwalter, former mayor of Indianapolis, vicepresident, and Joseph J. Dallas, of Boston, secretarytreasurer.

The following compose the national commission, the governing body of the league: Indianapolis, G. P. Ruth; Philadelphia, James P. Bowen; Cincinnati, J. M. Dugan; New York, George E. O'Donnell; Pittsburgh, R. B. Ross;

St. Louis, Ed. Springmeyer; Boston, H. C. Whitcomb; Chicago, Joseph P. Oschger; Detroit, M. J. Gloster; St. Paul, J. E. Corcoran; Cleveland, W. Plunkett; Washington, Edgar T. Brown.

Next year's tournament will be held in Indianapolis.

### Information about the Hartford Press.

An eight-page vest-pocket manual with heavy paper cover has been issued by the National Machine Company, of Hartford, Connecticut, giving information for every pressman and feeder about the installation and operation of the new "Hartford" press. With each press sold, the company sends several copies of this informing booklet, a kind of service which others might copy to advantage The company will send one of these booklets on request. It pays to keep informed.

### Attractive Book Announces Model 14 Linotype.

From the recent specimens of printing received from the Mergenthaler Linotype Company, it is evident that the individual in charge of that company's printing is laying awake nights scheming and planning to make each new piece outdo in beauty each of its predecessors. The latest specimen received, the announcement of the Model 14 linotype, is without question one of the most handsome exam-



Ornamental Cover-Design of Book Issued by the Mergenthaler Linotype Company.

ples of the printer's art it has been our privilege to examine. We show herewith reproductions of the cover and endpapers, though, of course, the beauty of the originals is lost in the reproductions. The book must be seen to be fully appreciated. With the exception of the large lines in color, the book was composed on the Model 14 linotype, and printed direct from the resultant slugs by the Bartlett-Orr Press, of New York city, and to that company great credit is due for the high quality of the work.

The Model 14 is the most recent addition to the linotype family. It has three standard magazines, each of which carries a full font of two-letter matrices, giving in all 540 different characters in six different faces. In addition to this it has an auxiliary magazine of twenty-eight channels, which is carried on the right-hand side of the standard magazines. The auxiliary magazine contains, at the option of the user, large head-letters, advertising figures, or special characters of any kind, and is the distinguishing feature of this model.

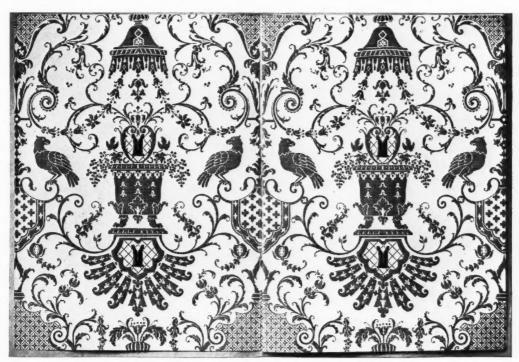
### Automatic Justifier Company's Patents Sustained by United States District Court.

Patents Nos. 1,094,367 and 1,090,818, covering both the apparatus and process for justifying with hot metal, and owned by the Automatic Justifier Company, of Hammond,

or any machine whereby the process may be carried out, and against J. W. Diviny, doing business as the Instant Justifier Company, who made an imitation of its machine.

### The "Riteway" Numbering Machine.

From the Riteway Machine Company, of Jenkintown, Pennsylvania, comes the announcement of a new and improved foot-treadle numbering machine which bears the title "Riteway," and which is moderate enough in price to prove of interest to all printers, binders, rulers, etc., having any amount of checks, coupons, tags, and other work of similar nature requiring numbering. The company states that there are several innovations that make the machine easy and fast to operate, such as an automatic inking attachment for long runs; quick-set gages, etc., guaranteeing positive register without loss of time. The "Riteway"



Decorative End-Papers of Attractive Book on the Model 14 Linotype.

Indiana, were sustained in a sweeping decree issued by Federal Judge F. A. Geiger, in the United States District Court, Northern District of Illinois, on Wednesday, August 11, 1915. Suit for infringement of the patents was entered by the Automatic Justifier Company on August 5, and was vigorously contested by the defendant, William Dietrich, who produced a number of witnesses and cited several prior patents, attempting to show that those owned by the Automatic Justifier Company were invalid and not infringed by him, and that the company was not the original inventor of the process of justification by hot metal and the apparatus for doing the work. After hearing arguments for both sides, the court entered the decree in favor of the Automatic Justifier Company, and ordered an accounting with damages and also a perpetual injunction.

The company has also obtained permanent injunctions against the Faithorn Printing Company, of Chicago, granted by Federal Judge George A. Carpenter, in the United States District Court — which company was using the Dietrich machine — enjoining it from using the process

machine is the invention of George C. Andrews, manager of the machinery department of the Keystone Type Foundry, at Philadelphia, from which company it can be purchased. Mr. Andrews was also the originator of the "Ideal" iron grooved block, so favorably known during the period from 1902 to 1912. It has been predicted that the new numbering machine will be fully as popular with the printing and allied trades as were the Andrews and Pittman registering devices.

### Holiday Season Cards and Calendars.

Printers are finding decided advantages in obtaining the cooperation of specialists in meeting the demands of their customers for the quaint and unusual, and a well-ordered system of filing of the catalogues of engraving-houses enables the printer to submit to his customers a variety that he can not hope to present if he is unsystematical.

Harry W. King, 312 Cherry street, Philadelphia, who manufactures holiday specialties and side lines for printers, informs us that his business is steadily growing among

printers. He finds that the best results accrue to printers, and consequently to him, from customers who have established a systematic and orderly method of exhibiting the attractions which they have to sell.

We will be glad to hear from printers, giving their experiences in handling specialties and side lines. Failures as well as successes are educational, for one story tells of success and what to do, another tells of failure and what not to do. We have no doubt that Mr. King has developed plans of making sales that will be helpful to printers.

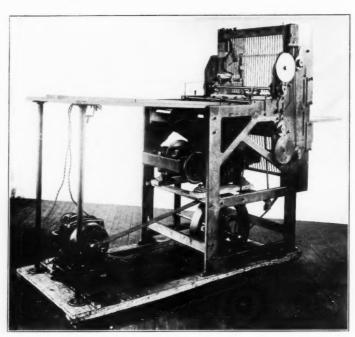
# The Accordion Fold with the Zig-Zag Folding Machine.

L. A. Nichols, a civil engineer, and some of his associates have invented a new type of folding-machine which does work that must make a strong appeal to printers and

neither is there any probable demand for anything to exceed 24 inches in width. We have, therefore, with a view to the future marketing of the machine, considered a standard size which will fold anything between 18 inches and 2 inches in depth of fold, and any width less than 24 inches, with an unlimited number of folds.

"With the same principle of construction, a smaller machine could be made to do folding below 2 inches or above 18 inches, but such machines would have to be considered as special machines, the requirements for them being so seldom called for that it would not pay to construct them in advance.

"Besides this machine which I have mentioned, we have five machines complete, or partly complete, for doing special sizes. A machine constructed for such a purpose, that is to say, for one particular size, can be made quite a little



The Zig-Zag Folding Machine.

to advertising men, as it meets the trend of the hour in the work of direct advertising.

In an interview with Mr. Nichols, who is also president of the Chicago Steel Tape Company, he said:

"The Chicago Steel Tape Company, by a combination of circumstances, was forced into furnishing a large number of circulars folded in accordion style, and, finding the price of folding rather staggering, was forced into some device to lessen this cost. The original scheme was rather crude, but it brought about improvements upon improvements, until now we have a perfected machine which will fold an unlimited number of folds and of any depth of fold or any width, limited only by the size of the machine. One type of zigzag machine will fold any possible depth of fold to the minutest fraction of an inch between 18 inches and 2 inches, and will fold any width of paper up to 24 inches. A similarly constructed machine would go way beyond these figures, in fact, a machine could be made to fold any size without limit, except to the capacity of the house in which it was to be worked. But there is seldom any call for folding of that nature with a fold deeper than 12 inches,

cheaper, and there are some concerns which have use for only one size. These machines will probably have quite a market, but will also have to be considered special machines, as the varied sizes required would be such that they could not be anticipated. p T

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"We have several patents on these machines, and also have applications for improvements recently made.

"While the business so far has been conducted under the name of the Chicago Steel Tape Company, it is the intention within a short time to organize a company for the purpose of making these machines. The name of this company will probably be the Zig-Zag Folding Machine Company, and, as soon as we are prepared, we propose to put the thing on the market in as earnest a manner as we are capable of doing."

A request to the Zig-Zag Folding Machine Company, 6229-6233 Cottage Grove avenue, Chicago, will bring specimens of the work and descriptive literature, and we opine no printer or advertising agency can fail to profit by a knowledge of the field this interesting machine is designed

### George E. Lincoln is Sixty-Seven Years Young.

On September 2, 1915, George E. Lincoln, manager of the Chicago branch of the Mergenthaler Linotype Company, sat in his commodious office chair, at his private office at 1100 Wabash avenue. It was ideal September weather, and the rosy hues of the sun glowed in the countenance of George E. Lincoln, manager, and found a reflection in a vast bouquet of Killarney roses — sixty-seven of them — that formed an aureole back of his head. The subdued hum of many typewriters recording orders gave an auriferous aroma to the atmosphere, and Mr. Lincoln, looking for a match, lit a fresh cigar, for the stub had gone out. To him comes a modern Mercury — A. D. T. Gentlemen, please rise. Face the east and pass to the salute, leaving by the west. The secretary will read, to wit:

### THE OLD-TIME PRINTERS' ASSOCIATION

OF CHICAGO.

Headquarters and clubrooms, Hotel LaSalle.

September 2, 1915.

Col. George E. Lincoln, Manager, Mergenthaler Linotype Co.,

1100 South Wabash avenue, city:

DEAR COLONEL,—At a meeting of the Board of Directors of the Old-Time Printers' Association, at their clubrooms at the Hotel LaSalle, to arrange details for the reunion and pienic at Humboldt Park on Saturday next, Mr. William C. Hollister stated to the Board that to-day was the anniversary of your advent on our planet.

A number of the members considered the occasion as demanding some official action by the Association, and Col. M. H. Madden, President

Emeritus of the organization, presented the following:

"Resolved, That the members of the Old-Time Printers' Association extend to Col. George E. Lincoln their cordial congratulations on the sixty-seventh anniversary of his birth, and that we wish for him and his family an unbroken continuance of the blessings of good health and happiness.

(Adopted by a rising vote.)

I take much pleasure in advising you of this action, and I join my personal wishes for the expressions above.

Fraternally yours,
(Signed) Wm. Mill, Secretary-Treasurer,
Old-Time Printers' Association.

### Educational Night, Chicago Printing Crafts Association.

The Chicago Printing Crafts Association opened up the fall term with a dinner at the Fort Dearborn Hotel, Tuesday evening, September 21, 1915.

It was called an educational night, and speeches were delivered by some of the best informed men in connection with the printing industry.

Sam Greenfield, of the Miller Saw-Trimmer Company, gave a short and interesting talk on automatic feeders for platen presses, which are manufactured by the Miller Saw-Trimmer Company.

E. P. Evans, also of the Miller Saw-Trimmer Company, discussed the economics of the saw and trimmer machine, and Harry Noyes, of the Lloyd Paper Company, told a few dialect stories in inimitable style.

Franklin H. Wolever, president and inventor of the "Ideal" printers' roller, gave a demonstration and a talk on the printers' roller industry. The "Ideal" is a new roller which, the inventor declared, "Will revolutionize the printing industry."

A sample of the "Ideal" roller was placed within a glass heating-case and the temperature kept at 400 degrees Fahrenheit during the speaker's lecture of about one hour. At the conclusion of the lecture, a glue-composition roller was placed within the case. After a period of ten minutes the glue-composition roller was entirely melted off the stock, as might be expected.

The "Ideal" roller was removed from the case and half of its length submerged in ice-water for a period of five minutes. This test showed that "Ideal" rollers did not assume any physical change through a variation of from 400 degrees Fahrenheit down to 32 degrees Fahrenheit, or freezing-point, this being designed to illustrate that these rollers do not change in physical properties within the range of any atmospheric temperature.

Another test was the color and ink absorption test. A roller was treated with bands of yellow, red, Prussian blue, white, purple copying, gold ink and black ink. One of these rollers exhibited was declared to have been treated about thirty days ago, and a different section of all colors removed twenty-four hours apart with ordinary kerosene, without any difficulty whatever, a test to prove that the new type of rollers have absolutely no affinity for any of the inks used in practice.

The quadrant of ink still remaining upon the roller, the speaker said, would be removed at some future date with caustic potash, without injuring the roller.

The next test was the permanent-set test, which showed the glue-composition roller and the new-style roller under a constant weight of one pound, which, the speaker said, had been constantly on each specimen for the period of thirty days. The glue-composition roller showed a deep indentation, which assumed a permanent set, while the "Ideal" roller showed no permanent deformation when the weight was removed.

An invitation was extended to all members to visit the laboratory and witness the nature and large number of tests, which it was impossible to exhibit at this lecture.

### Lectures on Printing for Advertising by George French.

The following lectures are scheduled to be delivered by Mr. George French in the New York University courses in advertising next season. The lectures will be illustrated in the majority of cases.

I.— Printing for Advertising, being chiefly an outline of the course, with examples of good and bad printing.

II.— Printing Processes Employed in Advertising. Letterpress, lithography, photogravure, offset process, etc., with examples.

III.— Art in Advertising. An explanation of the origin and authority of the art principles which apply in printing for advertising. The importance of certain art principles in advertising.

IV.—Style in Advertising, and how an understanding of the printing processes enables the student to develop an individual style, and to mold his style to psychology of his problems.

V.— Psychology and Optics in Advertising. Use and arrangement of type to make advertising easy reading, by understanding the powers and limitations of the eye.

VI.— Type, Its Design and Evolution, with respect to its utility as a medium for the expression of thought, etc.

VII.— Hand and Machine Composition of Type.

VIII.— Principles of Type Display.

IX.— Illustrations, Ornament, Borders, etc.

X.— Paper.

XI.— Engraving Methods in use by advertisers.

XII.— The Actual Printing.

XIII .- Estimating, Ordering, Specifying.

XIV.— Review of the Course, with suggestions for further study.

### NARROW MARGIN.

New Man on the Road — What is the best time for me to see the head of this firm I'm working for, boy?"

Office Boy — Between the time he gets your sales account and the time he gets your expense account." — Puck.

# THE INLAND PRINTER | WANT ADVERTISEMENTS

A. H. McQuilkin, Epitor

Published monthly by

### THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square

Vol. 56.

OCTOBER, 1915

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable

### SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

their renewal by remitting prompty.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

### ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novel-ties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil hon-estly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising sp

THE INLAND PRINTER reserves the right to reject any advertisement

### FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England. RAITHEY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C.,
England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney
and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEBELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
John Dickinson & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Joburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertiges. advertisers

### BOOKS

TECHNICAL printers and print-shops use "Points for Printers"; 40 pages; special price for 60 days, 30 cents. WILLIAM BLOCHER. Publisher, Dayton, Ohio.

### **BUSINESS OPPORTUNITIES.**

PRINTING-PLANT — Two new-style Chandler & Price jobbers, plenty of type, all in first-class condition; plant about 3 years old; established business and a money-maker in normal times; located in Portland, Oregon; will sell all or half interest to first-class job compositor with some business ability; price below invoice and reasonable terms; invoice \$1,500. O 950.

FOR SALE—A money-making job office in 100,000 city of the Northwest; net profits since January 1 over \$1,300; not a run-down plant, everything new and in best condition; a sworn statement obusiness and expenses will be mailed to any one interested; price, \$2,000 or will sell half interest to a first-class pressman for \$1,200. O 929.

FOR SALE—Well-equipped job-printing office, established 15 years good location, equipment all bought new within the past 5 years price of plant, \$1,500, and stock at invoice; business from January 1 to September 1, \$4,400; will sell or rent office building reasonable. O 951.

MAIL-ORDER PRINTING-PLANT, making a specialty extensively used by publishers and mail-order houses; established business; price. \$4,000; write to-day (no postals). Address BOX 56, Industrial bldg. Ludianopolis. Ind. Indianapolis, Ind.

WANTED — PRACTICAL PRINTER to buy interest in an established and growing business located in large city in State of Washington: splendid opportunity for right party; state full particulars in first letter. O 932.

FOR SALE—Well-established, well-equipped commercial job-printing business in city of over 40,000, near Chicago; cleared over 10 per cent net for 6 months ending June 30 last; best reasons for selling. O 936.

PRESSMAN — An established and growing printing concern in the West wants fast pressman to take interest; an opportunity worth while for about \$3,000; write fully in first letter. Address O 933.

BUSINESS FOR SALE — Fully equipped medium-sized job office situated in business district; other interests compel us to sell this successful business. 1850 Liberty st., Jacksonville, Fla.

FOR SALE — Small job-printing outfit, good location; a bargain if sold soon; reason for sale — giving attention to other duties. THE STAR PRINT SHOP, Hume, Ohio.

### ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

TWO No. 1 Miehle 4-roller presses, bed 39 by 53, one new March, 1911, other new July, 1912, with U. P. M. automatic pile feeders attached; one Dexter high-speed, drop-roll, 32-page combination folder, taking sheets up to 40 by 50, complete with pasters, trimmers and U. P. M. feeders; every machine in perfect condition, good as new; will sell complete outfit or single machine at bargain price; call and see machine running, or write for particulars; reason for selling, outfit outgrown and is to be replaced by a Cottrell magazine web press. Address PATH-FINDER PUB. CO., Washington, D. C.

### Megill's Patent **SPRING TONGUE GAUGE PINS** \$1.20 per doz. with extra tongues



### MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency, Method of attaching does not interfere with raising tympan. Only

E. L. MEGILL, Pat. and Mfr. NEW YORK 60 Duane Street From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES \$1.25 set of 3 with extra tongues



REBUILT — Guaranteed satisfactory to purchaser, Huber 4-roller, 46 by 60 bed, \$1,100; Campbell job and book, 41 by 60 bed, \$700; 37 by 52 bed, \$650; 34 by 50 bed \$550; Campbell "Economic," 45 by 60 bed, \$550; Hoe pony drum, 17 by 21 bed, \$400; f. o. b. New York. C. FRANK BOUGHTON, successor to Van Allens & Boughton, 17-23 Rose st., New York.

RARE OPPORTUNITY — Owing to recent consolidation of two dalies located within 150 miles of Chicago, we offer a complete modern newspaper and job plant, including a 12-page Duplex press, 1 Premier cylinder, linotypes, cutters, cabinets, type, etc., for immediate sale at less than half replacement cost for quick action. O 952.

FOR SALE — Dexter folding-machine, No. 105, 53 by 65, will fold double 8, 12, 16, 24 and 32, with perforators; has summer kitchen which will fold double 8, 12, 16, 24 and 32, 2-up; also Dexter automatic feeder for above machine; this machine has great range. EXCELSIOR PRINTING CO., 712 Federal st., Chicago.

WHITLOCK 2-revolution press, printed-side-up delivery: Cottrell, 25 by 30; Campbell, 23 by 30; Campbell, 32 by 46; drum cylinders, 5-column folio to 6-column quarto; job presses, 15 by 21 to 7 by 11; paper-cutters, all sizes; wire-stitchers, etc.; send for list. RICHARD PRESTON, 49-A Purchase st., Boston.

BARGAIN FOR BOOKBINDERS AND OTHERS—We offer 2 brandnew hand-feed German gluing machines, taking a sheet 20 inches wide at a bargain price for one or both; if you have any possible use for them it will surely pay you to communicate with us. GIBBS-BROWER CO., 261 Broadway, New York city.

FOR SALE — One automatic Kidder press, 10 by 15; one 23 by 28 Campbell pony cylinder; in first-class condition, can be seen running; sold at a bargain if taken at once. WAHL PRINTING & BIND-ING CO., INC., cor. Michigan, 11th and Lockport sts., Niagara Falls, N. Y.

DEXTER COMBINATION NEWSPAPER AND JOBBER FOLDER, maximum 37 by 53, minimum 22 by 32, parallel 16 and 32 attachments, also perforators; good condition. T. SORENSON, 633 Plymouth ct., Chicago.

UNIQUE STEEL BLOCKS, 2,880 square inches, 187 plate hooks, will make three 25 by 38 or two 32 by 44 forms; are in excellent condition; cost \$500, will sell for \$150. RUSSELL, 543 Seneca st., Buffalo, N. Y.

FOR SALE — One each 26 by 35, 33 by 48, 38 by 56 and 46 by 65 Miehle presses, all in excellent working condition; correspondence invited. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

FOR SALE — One Harris two-color printing-press; will print sheet 28 by 42 and produce 5,000 per hour; has been used only five months, practically new; an exceptional bargain. F 773.

FOR SALE — New numbering machine, Latham latest model Monitor, No. 771; regular price, \$315, will sell for \$150 if taken at once. HANKEL PRINTING CO., 309 River st., Chicago.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth booksewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

FOR SALE — Vibrating roller for 10 by 15 C. & P. Gordon; used one month; new, \$10; will sell for \$5. FRANKLIN PRESS, Indianap-

1NDEX CUTTER — Rosback improved machine with double rack, little used. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

FOR SALE — 45-inch Sheridan power cutter; 32-inch power or handpower cutter. LIKLY & ROCKETT TRUNK CO., Cleveland, Ohio.

FOR SALE — Lead and rule cutter, type, border and cases, all practically new; write me your wants. G. Z. DARBY, New London, Ohio.

PAPER-RULING MACHINE, nearly new, and 44-inch power cutter. GEBHARD PAPER CO., Detroit, Mich.

### HELP WANTED.

### Engravers.

WANTED — Photoengraver, who has had wide experience in factory and office, to act as inside man in photoengraving establishment in Middle West doing highest grade of work; must know quality and be able to produce it; write fully. O 768.

### Pressroom

MEISEL PRESSMAN WANTED — Steady situation to good man, union or non-union; state experience on Meisel and other presses; give full details in first letter. O 949.

### Salesmen.

SALESMAN WANTED — First-class man whose sales have run over \$40,000 a year, and who can prove it; a first-rater can form advantageous connection with large plant having best facilities. EXCELSIOR PRINTING CO., 712 Federal st., Chicago.

### INSTRUCTION.

LINOTYPE INSTRUCTION—18 Mergenthalers; evenings, 5 hours, 3 evenings a week, \$5 weekly; day course, 6 to 9 hours, 12 weeks, \$80; unlimited course, \$150; 9 years of constant improvement; every possible advantage; opportunity for printers to earn on tuition; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-135-137 East 16th st., New York city.

### SITUATIONS WANTED.

### Bindery.

BINDERY FOREMAN desires change; one who has had practical experience in ruling, forwarding and finishing of blank-books, loose-leaf, edition, catalogue and job work, both county and commercial; competent and efficient bindery manager, takes close charge of work detail, economical stock buyer, knowledge of machinery, folders, etc., paper stock and estimating; been in present position 5 years; medium-size shop preferred. O 946.

A-No. 1 FORWARDER AND STOCK CUTTER, with 6 years' experience on high-class work; steady, sober and reliable; union. Address, stating particulars, CARL A. FREEDLUND, 113 Oakland av., Bloomington, Ill.

BINDERY FOREMAN, experienced in blank-book, edition, pamphlet, commercial work and machinery; good executive, able to run bindery to best advantage. O 564.

BOOKBINDER — All-around man, first-class finisher and forwarder, loose-leaf, blank-book and rebinding, wants position; West preferred. S 733.

BINDERY FOREMAN having charge of large plant desires to make a change; economical and a good organizer. O 947.

### Composing-room.

GERMAN-ENGLISH LINOTYPE OPERATOR, union, desires permanent position in Western States; can take full charge of Model 8 machine; steady and reliable, don't booze; job and newspaper work combined preferred. F. J. RUNGE, 489 Redwood av., Winnipeg, Man.

GERMAN-ENGLISH LINOTYPE OPERATOR with steady position wants change now or later, on account of most unsanitary conditions of present shop; union man; state local scale; German daily preferred. O 930.

HIGH-CLASS JOB COMPOSITOR and layout man, handling best grade catalogues, knows stonework, now employed in Central States, will change; above-scale offers only considered; union. O 937.

AN ALL-AROUND JOB PRINTER, now employed in small town at \$20, desires permanent situation where speed, skill and taste will be appreciated; union; Middle West preferred. O 939.

PRINTER — First-class all-around man wants position; foremanship considered; city or country; sober. O 944.

### Engravers.

PHOTOGRAPHER, experienced in 3 and 4 color direct process with dry plates or collodion emulsion, desires to make a change. O 943.

### Managers and Superintendents.

A VERY CAPABLE EXECUTIVE is now open for a position as superintendent, job foreman or estimator; experienced in high-class book, job, catalogue, loose leaf, etc.; has taken I. T. U. Course; thorough, energetic, economical, dependable; references. O 942.

MANAGER-SUPERINTENDENT seeks change; desires connection with large, progressive establishment; accustomed to large volume and quality; 22 years' experience, 40 years of age, references the best. O 815.

WANTED — SUPERVISORY POSITION, printing, binding, lithographing, engraving, estimator, close buyer of materials; A-1 references. O 945.

### THE FOLDER FOR WIDE-AWAKE PRINTERS

# DOING WORK AT A LOSS

is generally due to the use of inefficient equipment that eats up more than it produces. If it's in the folding machines, discard the old-fashioned kind and install the time and money saving

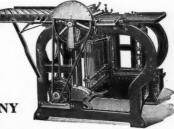
### CLEVELAND FOLDER

It will pay you to get the facts about the Model "B" and the Model "C."

Award of Honor and Gold Medal at Panama Exposition.

THE CLEVELAND FOLDING MACHINE COMPANY
5100 EUCLID AVENUE, CLEVELAND, OHIO

NO TAPES OR CHAINS



### Pressroom

PRESSMAN AND MACHINIST, with years of experience running automatic roll-paper presses, manufacturing printed specialties; thoroughly understands the manufacture of shipping-tags, baggage checks and all kinds of consecutive numbering, also stringing machines, all kinds of grinding and making all repairs; best references furnished. FRANK S. BOYLE, care Rollins, 107 W. 82d st., New York, N. Y.

PRESSMAN, cylinder and platen, experienced on high-grade commercial, book, magazine, half-tone, vignette and color work; married and strictly temperate; prefer position in the South; wages, \$21. D. R. WILLIAMS, 48 Perry st., New York, N. Y.

FOREMANSHIP of 2 to 8 cylinder pressroom; industrious executive ability; best catalogue, vignette and color work; unquestionable references, excellent knowledge of other departments and a good estimator; Central States; married. O 919.

SITUATION WANTED by pressroom foreman; large-size pressroom preferred; wages not less than Two Thousand Dollars a year; good manager. O 931.

CYLINDER PRESSMAN, competent on fine work, desires position as foreman or journeyman in Middle West; married, reliable, non-union. O 811.

COMPETENT CYLINDER PRESSMAN desires change; steady and reliable; experienced on half-tone and color work; will go anywhere. O 940.

GORDON PRESSMAN AND COMPOSITOR, age 18, 3 years' experience, non-union, at \$12. AMOS JACKSON, Gen. Del., Kalamazoo, Mich.

SITUATION WANTED by first-class cylinder pressman outside of Chicago; can furnish good references; union. O 933.

CYLINDER AND JOB PRESSMAN, union, wishes to make a change; married, temperate, conscientious worker. O 938.

A FIRST-CLASS VIGNETTE CUT AND COLOR PRESSMAN is open for a position; capable of taking charge. O 935.

PRESSROOM FOREMAN wishes to make change to small town; 14 years' experience. S 916.

### Proofroom.

PROOFREADER POSITION wanted in first-class job office; non-union; fully experienced, reliable; Cleveland or Middle West preferred. O 941.

### Salesmen

WANTED — Position as printing salesman by an experienced man, capable of developing and designing high-class advertising; good estimator; Central or Eastern States. O 948.

### WANTED TO PURCHASE.

WANTED — Two folding-machines in first-class condition, 28 by 42. CALLAGHAN & CO., 401-409 E. Ohio st., Chicago.

### BUSINESS DIRECTORY.

### Advertising Blotters.

POATES' Geographical Series of blotters—covering every State in the United States, Insular Possessions, Mexico, Cuba, Porto Rico, West Indies, important cities and foreign countries (9½ by 4), Panama Canal in three sizes—all maps in three colors, water in blue, mountains in relief, and all railroads named, in thousand lots ready for imprinting; our own and original new idea, educational as well as interesting; write for quantity prices; send for sample to-day; same series in post-cards; printers wanted to take up our agency in their cities. L. L. POATES PUBLISHING COMPANY, 20 N. Williams st., New York.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

### Brass-type Founders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders. 8-16

### Bronzing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

### Calendar-pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1916; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices. 3-16

### Carbon Black.

CABOT, GODFREY L .- See advertisement.

### Casemaking and Embossing.

SHEPARD, THE HENRY O., COMPANY, 632 Sherman st., Chicago. Write for estimates.

### Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric-welded silver-gloss steel chases. Chicago, New York, Washington, D. C., St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.

KEYSTONE TYPE FOUNDRY — Paragon Steel riveted-brazed chases for all printing purposes. See Typefounders. 3-16

### Copper and Zinc Prepared for Half-tone and Zinc Etching.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-15

### Counting Machines.

AMERICAN	TYPE	FOUNDERS	co.—	See Typefounders.	8-16
KEYSTONE	TYPE	FOUNDRY -	- See	Typefounders.	3-16

### Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st. 11-15

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park Row, New York. Send for eataogue.

### Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

### Hot-die Embossing.

HOT EMBOSSING; catalogue, covers, show-cards. OSCAR FISCHER & CO., engravers and die-sinkers, 638 Federal st., Chicago. 10-15

GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job press; prices, \$34 to \$77.

### Job Printing-Presses.

AMERICAN TYPE FOUNDERS CO See Typefounders.	8-16
KEYSTONE TYPE FOUNDRY - See Typefounders.	3-16
GOLDING MFG. CO., Franklin, Mass., Golding and Pearl.	9-16

### Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-16

### Numbering Machines.

AMERICAN	TYPE	FOUNDERS	CO.	See Typefounders.	8-16
KEYSTONE	TYPE	FOUNDRY -	— See	Typefounders.	3-16

### Paper-cutters.

OSWEGO sively.	MACHINE The Oswego,	WORKS, and Brow	Oswego, vn & Carv	New er and	York. Ontari	Cutters o.	exclu- 4-16
AMERICA	N TYPE FO	UNDERS	CO.— See	Туре	founder	8.	8-16
KEYSTON	E TYPE FO	UNDRY -	- See Ty	pefoun	ders.		3-16
GOLDING	MFG. CO., I	ranklin, I	Mass., Gol	ding a	nd Pear	1.	9-16

### Pebbling Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

### Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

### Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-15

### GET RESULTS

by using modern methods for halftone overlays. Our shopright fee is reasonable. Send for sample and terms.

# OVERLAY PROCESS

W. E. RADTKE, 121 Oklahoma Avenue, MILWAUKEE, WISCONSIN

### WE MAKE

overlays for the trade on a square inch basis. "Using is Proving." Prompt service and attention.

8-16

### Photoengravers' Screens

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-16

### Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery.

HOE, R., & CO., New York and London. Manufacturers of printing stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Dearborn st., Chicago; factory, Long Island City, New York. 10-1 10-15

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

KEYSTONE TYPE FOUNDRY - See Typefounders. 3-16

### Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 133-135 Michigan st., Milwaukee, Wis.; 719-721 Fourth st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; 305-307 Mt. Vernon av., Columbus.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

521 Cherry st., Philadelphia, and Social St.,

Allied Firm:

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

11-15

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

### Printers' Steel Equipment.

KEYSTONE TYPE FOUNDRY, originators and manufacturers of steel equipment for complete printing-plants. See Typefounders. 3-16

### Printers' Supplies.

BARNHART BROTHERS & SPINDLER — Scientific Printing-Office Equipment. Chicago, New York, Washington, D. C., St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle. 7-16

MECCA MACHINERY CO., 85-87 Adams st., Brooklyn, N. Y. Steel rules and case racks for printers; special machinery for printers, etc. 6-16

AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-16 KEYSTONE TYPE FOUNDRY - See Typefounders.

### Printing Machinery.

BARNHART BROTHERS & SPINDLER — Babcock drum and two-revolution presses, paper-cutters, Miller saw-trimmers, rebuilt machinery. Chicago, New York, Washington, D. C., St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.

### Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago — Babcock drums,

AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-16 KEYSTONE TYPE FOUNDRY - See Typefounders. 3-16

Punching Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-16 KEYSTONE TYPE FOUNDRY — See Typefounders. 3-16

### Rebuilt Printing-presses.

AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-16 GOLDING MFG. CO., Franklin, Mass. All makes. Big values. 9-16

### Roller Embossing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

### Roller Racks and Overlay Table.

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. "THE JOHNSON WAY" keeps rollers good, EVERY DAY. 12-15

### Roughing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-16

### Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

### Stippling Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

### Typecasting Machines.

UNIVERSAL TYPE-MAKING MACHINE CO., 432 Fourth av., New York; Transportation bldg., Chicago. 9-16

### Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and deco-AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 23 S. 9th st.; Chicago, 210 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 602 Delaware st.; Minneapolis, 419 4th st., S.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 92 Front st.; Spokane, 340 Sprague av.; Vancouver, 1086 Homer av. 8-16

KEYSTONE TYPE FOUNDRY, makers of printing type of quality, brass rule, printers' requisites and originators and manufacturers of steel equipment for printing-plants. Address our nearest house for printed matter — Philadelphia, 9th and Spruce sts.; New York, 38 Park pl.; Boston, 78 India st.; Chicago, 1108 South Wabash av.; Detroit, 43 Larned st., West.; Kansas City, 7th st. and Baltimore av.; Atlanta, 24 South Forsythe st., and San Francisco, 638-640 Mission st. 3-16

BARNHART BROTHERS & SPINDLER — Type borders, ornaments, chases, brass rules, all-brass galleys, etc. Chicago, New York, Washington, D. C., St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle, 7-16

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York. 11-15

### Wire-Stitchers.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

### Wood Goods

AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-16

### FOR SALE—ELECTRIC MOTORS

We make a specialty of, and have the largest stock of secondhand electric motor and generators in America and buy and sell, rent, exchange and repair electrical machinery of all kinds. Send for our "Monthly Bargain Sheet," showing complete stock with net prices. All machines guaranteed in good order.



# ARBON BLACK

GODFREY L. CABOT, Boston, Mass. 940-941 Old South Building

ELF **ECLIPSE** (PN) ELF B. B. B. KALISTA

# KEYBOARD PAI

for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me.

New York Office: 320 Fifth Avenue



MAKE MONEY

by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will

increase press output from 3,000 to 5,000 a day on steady runs.

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work. For Chandler & Price, Challenge and all Gordon Presses.

Get a descriptive circular from your dealer or send to us.

THE WAGNER MFG. CO., Scranton, Pa.



### **ELECTROTYPES OF POULTRY**



Made from line drawings by best poultry artists. Liberal discounts to printers and publishers. Write for catalog.

Reliable Poultry Journal Pub. Co. Dept. C., Quincy, Ill.

# ADD TO YOUR PROFITS

By Taking Orders for Bonds Write for particulars to

ALBERT B. KING & COMPANY, Inc.

**Bond Specialists** 206 BROADWAY, NEW YORK



### DURANT COUNTERS

For C. & P. Presses, \$5.00 For Colt's Armory, \$7.80 Meet most exacting requirements. Ask your dealer why they are different.

Milwaukee, Wis.

# CHRISTMAS CARDS FOR **COMMERCIAL PURPOSES**

in new designs and shapes a specialty. Send to-day on your business letter-head for samples and be first in the field.

S. L. FORMAN, N. W. Corner Tenth and Arch Streets, PHILADELPHIA, PA.



### Reduce Your PRESS-FEEDING COST

Anway Adjustable Job Press Gripper

saves 20% of your press-feeding troubles. For Chandler & Price and Cld Style Gordon presses. Patent applied for. Send for 4-page descriptive folder telling all about it.

H. B. Anway, 7038 Stony Isl. Av., Chicago

# TO THE PRINTING TRADE

Every printer should have my 1915 samples of Christmas Cards. Write for my specialty of 5-cent cards. You should see my "Handy, Neat Little Calendar"—1916 samples all ready for you. Write on your trade letter-head.

HARRY W. KING

MANUFACTURER OF CHRISTMAS CARDS 312 Cherry Street, Philadelphia

PIONEER PAPER STOCK COMPANY PACKERS AND DEALERS IN PAPER STOCK

Phone: North 5565 448 W. Ohio St., CHICAGO, U.S. A



## **ECONOMY STEEL** TIERING MACHINES

enable one man to lift heavy boxes, bales, barrels and rolls, clear to ceiling's height. Built to operate by hand, electric or pneumatic power. Portable, safe and simple.

New designs and improvements.

It will pay you to get full information

**ECONOMY ENGINEERING COMPANY** 423 So. Washtenaw Ave., Chicago

Hartford

Cutting and P Creasing

# NATIONAL MACHINE CO.

111 SHELDON STREET HARTFORD, CONNECTICUT



### INCREASE YOUR INCOME

You can earn \$50 to \$100 a week selling printing if you study the Nashville Course in Sales Training by Edward P. Mickel. You are given a thorough training in salesmanship and can get profitable orders and build up a large trade. It means a greatly increased income for every one who studies it. Send for Booklet D.

DUDLEY L. HARE 1730 Sansom Street. Philadelphia, Pa.

The paste without the water—the perfect "Make-Ready" Paste. In powder form. "Does not sour."

FIVE GALLONS 100 PER CENT EFFICIENT PASTE FOR \$1 Just sprinkle "JELLITAC" into cold water and it instantly turns into a snow-white "make-ready" paste for immediate use. A postal brings a sample or a dollar box on trial.

ARTHUR S. HOYT CO., 86 West Broadway, NEW YORK CITY
Sold by Wholesale Paper Dealers, Type Foundries and Supply Houses.

\*\*Roughing\*\* for the Trade We have put in a ROUGHING MACHINE, and will be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY 632 Sherman St.

Riessner's Combination Gold Bronze Powder Printing Ink for all kinds of paper. A pound sent, express prepaid, on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER, 57 Gold Street, New York AGENTS WANTED. A Good Side Line for Salesman.

New and Rebuilt Printing Machinery Printers' Supplies Job Presses Folding Machines Paper Cutters Electric Welding Cylinder Presses

R. W. HARTNETT CO., 50 N. 6th Street Philadelphia, Pa.

# **PROCESS**

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers. Published by A.W. PENROSE & CO., Ltd., 109 Farringdon Road, LONDON, E. C.

# R.R.B. PADDING GLUE

gives satisfaction. No trouble with boards falling off, or pads cracking. You get good pads with any kind of paper.

# ROBT. R. BURRAGE

83 GOLD STREET, NEW YORK

# Call and See In Our Large Store at 715-721 S. Dearborn

Street, Chicago, Ill.

The Superb No. 43 Babcock Optimus Great Hartford 14x22 Platen Press Fine Oswego 44-inch Paper Cutter and Scores of Other Valuable Additions to the Pressroom and Composing-Room.

Barnhart Brothers & Spindler

# MATIC CARD PRI ASTING-LY GOOD PAYING BUSINESS EVERY WRITE TO-DAY FOR FREE BOOKLET OF OUR AUTOMATIC SELF-FEEDING PRINTING PRESS S. B. FEUERSTEIN & CO. MANUFACTURERS 542 W. JACKSON BLVD. CHICAGO, ILL

Highest Quality Prompt Service Low Prices CHICAGO STEEL & WIRE COMPANY 1127 West 37th Street, CHICAGO

# PRINTERS' SUPPLIES

Purchasing direct from manufacturer means a saving and prompt service. Let us quote you on your wants.

FRED'K L. SCHLEY & CO. 59 BEEKMAN STREET NEW YORK, N. Y.

# A Modern Monthly— All About PAPER



THE PAPER DEALER gives the wanted information on the general and technical subject of

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases.

Has subscribers throughout forty-five States. Also Canada and foreign countries.

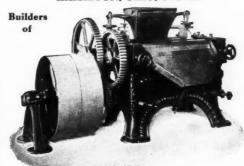
### THIS SPECIAL OFFER

Covers 1915-1916 at the very special rate of \$1.50 instead of \$2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

# The PAPER DEALER

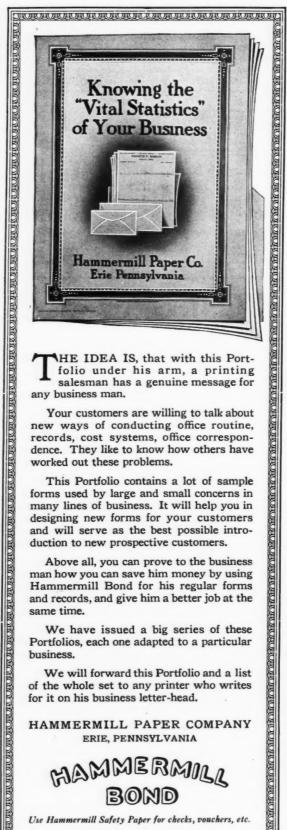
186 NORTH LA SALLE STREET, CHICAGO

### THE BLACK-CLAWSON CO. HAMILTON, OHIO, U. S.



### INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches
With or without Hoppers. Solid or water-cooled Rolls
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating
Machinery and Special Machinery



HE IDEA IS, that with this Portfolio under his arm, a printing salesman has a genuine message for any business man.

Your customers are willing to talk about new ways of conducting office routine, records, cost systems, office correspondence. They like to know how others have worked out these problems.

This Portfolio contains a lot of sample forms used by large and small concerns in many lines of business. It will help you in designing new forms for your customers and will serve as the best possible introduction to new prospective customers.

Above all, you can prove to the business man how you can save him money by using Hammermill Bond for his regular forms and records, and give him a better job at the same time.

We have issued a big series of these Portfolios, each one adapted to a particular

We will forward this Portfolio and a list of the whole set to any printer who writes for it on his business letter-head.

HAMMERMILL PAPER COMPANY ERIE, PENNSYLVANIA

Hammermill

Use Hammermill Safety Paper for checks, vouchers, etc.

DIRECT, OR FROM JOBBERS **EVERYWHERE** 

# JAENECKE'S CLIMAX HALF-TONE BLACK

A fine working ink, dense, brilliant, quick-drying, strong in color.

### 75c per pound

Special quotations on large quantities Order a five-pound can for trial and be convinced.

NEW YORK, DETROIT, CHICAGO, ST. LOUIS, BALTIMORE



FINE PRINTING & LITHOGRAPHIC INKS NEWARK, N.J.

# Government Laid **Bond**

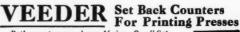
Made to Match Government Stamped Envelopes

In Stock

17 x 22 20-pound 22 x 34 40-pound

WHITE, AMBER, BUFF, BLUE Ream Lots, 8½c lb.

Parker, Thomas & Tucker Paper Co. 535-539 S. Franklin Street, Chicago

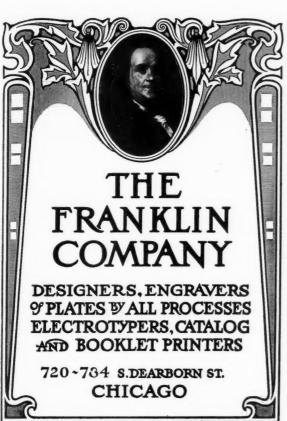


Both counters are shown ½ size. Small Set Back Counter \$4.00 (with lock and two keys \$,25); large Rotary Ratchet Set Back Counter \$9.50 (with lock and two keys \$10.75). Best instruments made. Discounts for quantities. Send for free booklet.



Makers of nobiles and horse drawn vehicles. Counters for practically every purpose. Fine Die Castings.

VEEDER MFG. CO., 38 Sargeant Street, Hartford, Conn.







We will be glad to send you descriptive booklets, terms, samples of work done on this press, and other interesting information.

#### THE OSTERLIND PRINTING PRESS & MFG. COMPANY

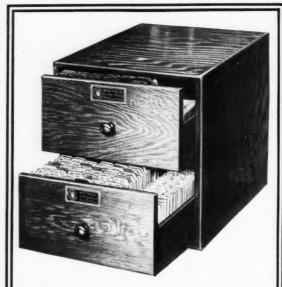
ST. PAUL, MINNESOTA

N. Y. MACHINERY CO., Inc., 101 Beekman St., N.Y. ALVIN B. GILES. 60 Beekman St., N.Y. B. H. McCAIN & SON, 431 S. Dearborn St., Chicago KEYSTONE TYPE FOUNDRY, 78 India St., Boston

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507 Mission St., San Francisco
MILWAUKEE PRINTERS ROLLER CO.
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VANDERSLUIS & LUNDEEN
486 Endicott Building, St., Paul, Minnesota
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## There Are 16 Bond Paper Sample Books in This Cabinet

You have at your fingers' ends whatever your customer wants.

Finishes
Plain, Cockle, Plate and Linen

Quality
From 6¾ to 24c per lb.

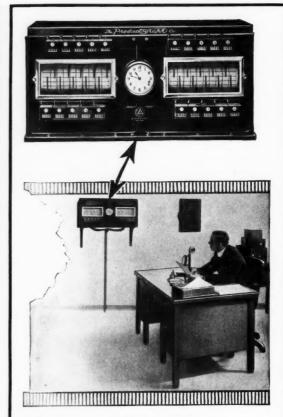
Every Weight Every Size Every Color

Send for Printed Demonstrations and Full Sheet Samples

"Hold Daily Conferences with Your Cabinet"

## CHICAGO PAPER COMPANY

801 South 5th Avenue, CHICAGO, ILL.



## This Man Knows

each day, and each working minute of each hour of each day, just what his presses, linotypes and other costly machines are doing.

His Productograph gives him a mechanically accurate record of their starting time each morning, and enables him to follow them throughout the day, noting their average speed, their output and the amount of time lost by each.

From this constantly available information he can successfully correct errors in planning work, delays in make-ready or changing forms, and the hundred and one other faults that, undetected, limit production and reduce profits.

A Productograph installed in your plant at a cost of a few cents per day per machine will pay for itself many times every year. They are built in sizes to meet all requirements and sold at a reasonable price.

SEND FOR CATALOG "J" AND FULL INFORMATION

The Productograph Co.

30 CHURCH ST.



IEW YORK, N. Y.

Balance Feature Platen Dwell Clutch Drive Motor Attachment

(Unexcelled)

# LATEST "PROUTY"

Obtainable Through Any Reliable Dealer

Manufactured only by

**Boston Printing Press** & Machinery Co.

Office and Factory EAST BRIDGEWATER, MASSACHUSETTS





LAMP GUARD

Locks with a key. Protects your lamps from breakage, guards them from theft. Ask your dealer for the expanded metal guard.

May we send catalog?

#### FLEXIBLE STEEL LACING CO.

522 SOUTH CLINTON ST., CHICAGO

#### A CARD FOR PROGRESSIVE PRINTERS



wants and desires to be the tree is the way. Supply them with these famous cards, and the atronage you may have sought for years. There is no word pluste idea of these cards. They must have been seen and use a will appreciate them the instant you examine them. Send and satisfy sourself that the edges are absolutely smooth—mechange they are detailed one by one from the book or tak, so the control of the source of the so

The John B. Wiggins Co. Established 1857
Engravers, Plate Printers, Die Embossers, 52-54 E. Adams St., CHICAGO

Three things combine to make "Monitor" bookbinders' machinery—better materials, better workmanship, and an exact knowledge of requirements.

Speed, strength, simplicity and ease of adjustment, durability, and minimum expense of upkeep—it is no wonder that a "Monitor" is preferred to the ordinary machine, and that the bulk of our business is "repeat orders."

#### "MONITOR" WIRE STITCHERS

Are manufactured in twelve different standard sizes, and any number of "Specials" to meet various requirements. A distinctive "MONITOR" feature is that all sizes, from the largest to the smallest, are constructed on the same principle, the general mechanism being identical, proving that the mechanical principle is right.

Manufactured by the

## MACHINERY CO

**NEW YORK** 124 White Street Ann and Fulton Streets CHICAGO

BOSTON 130 Pearl Street The machine illustrated here

is the "MONITOR" No. 1, capacity 2 sheets to 7-8 inch. Flat and saddle work. Uses wire No. 25 to 30 round, and 20 to 25 flat.

Send for catalogue giving complete list, with full description and illustrations of The "MONITOR" Family.



Make Bigger Printing Sales with **Envelope Ideas Like This** 

THE "Reverse Face" envelope is full of possibilities for sale-making ideas. Show your customer how it works—the special style of cutting that brings the flap and seams all over on the address side, leaving the back free and clear to be completely covered with type or illustrations. Show every office, factory and store in your town how they can add to their advertising force by the ideas you will put into their envelopes. It means sales for you.

Look There!



See how one printer "cleaned up" order after order in a dozen towns on one of the auto routes. Hotels, stores, garages, even farmers were glad to buy small lots of these envelopes with their own "card" on the address side - thus connecting them directly with the travelers on the route. Local pride makes the sales easy.

Printed in quantity, one side showing map of auto Try it out in the towns on the auto trails or routes on which you're route, scenery and reproductions of guide-marks, this side remaining alike throughout whole run. Other side is imprinted with individual card of users who located. Your own ingenuity will suggest ideas for the big-run side—or send to us for samples and all the help we can give you. gladly pay \$3.00 per M or more for this novel idea. Entire job run flat-in-the-sheet, backs

and imprints at one time; sheets sent to us for finishing into envelopes after printing. See our free Service Book for full instructions, prices and helpful ideas. This "W," notched under flap, marks envelopes of our manufacture

Western States Envelope Co.

Independent Makers of Guaranteed Dept. N, Milwaukee "Sure Stick" Envelopes for Printers and Lithographers

Advertisers have realized that colored illustrations make most advertising more effective. No investment yields so great a return on the initial outlay as a catalogue, booklet or show card finely illustrated, with actual photographs of the goods, in colors.

It is possible in this way to put your product before your customers in the most attractive and effective way—by an actual photograph giving a correct representation both in color and form. ¶ When our "ARCO" color process is employed, finality is obtained in up-to-date advertising. Any number of different sets of "ARCO" color plates can be printed at the same time with the same three or four color inks.

The advice of our technical experts is at your command and we always recognize that our customers' interests are our own.

Can we not be of service to you?

**DESIGNERS AND ENGRAVERS** 

MULTI-COLOR PLATE SPECIALISTS

412-420 ORLEANS STREET, CHICAGO

## Your Customers Read It

Practically every buyer of printing in your territory is seeing Warren's advertising week after week in the Saturday Evening Post, Printing Trade Papers and other big publications.

Your customers know Warren Papers by name and have confidence in them. They appreciate that a Warren Paper is always reliable—that we have standardized printing papers.

Many of your customers have sent for our splendid portfolio and have studied the printing qualities of Cameo, Lustro, Silkote and Cumberland.

Therefore when you specify a Warren Paper your customer knows that you are planning to give him a first class job. It breeds confidence to deal only in standard goods.

Warren's advertising is a force which is being exerted to improve the quality of printing. Send for your free copy of our Portfolio.

# WATCH WARREN'S Advertising

S. D. WARREN & COMPANY
160 Devonshire Street Boston, Mass.
Manufacturers of Standards in Coated and Uncoated Printing Papers

For your coated stock, use



Cameo
Lustro
Silkote
Cumberland

Our Motto:—Constant Excellence of Product
—the Highest Type of Competition

## The Only Grand Prize



(Highest Award)
given to
Dictionaries
at the
Panama-Pacific
International
Exposition
Was Granted to

Webster's New International

and the Merriam Series for

#### Superiority of Educational Merit

The new work is more scholarly, accurate, convenient, and authoritative than any other English Dictionary. It contains a clear, concise, final answer to all kinds of puzzling questions. The best test of all is the personal one of actual use. Look up the terms type, galley, frisket, tympan, footstick, etc., which will suggest the almost infinite range and richness of this new creation.

#### Salient Features:

400,000 Vocabulary Terms 30,000 Geographical Subjects
12,000 Biographical Entries Thousands of Other References
6,000 Illustrations. 2,700 Pages

Hundreds of NEW Words not given in any other dictionary
The only dictionary with the new divided page, characterized "A Stroke of Genius." Type matter is equivalent to
that of a 15-volume encyclopedia
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The New International is the standard of the Federal and State Courts. The standard of the Government Printing Office. The standard of nearly all the schoolbooks. Indorsed by State School Superin-



tendents. Universally recommended by Statesmen, College Presidents, Educators, and Authors. Adhered to as standard by over 99% of the newspapers. All States (30 in number) that have taken official action regarding the adoption of dictionaries recognize the Merriam Series as authoritative.

The above can not be said of

any other dictionary.

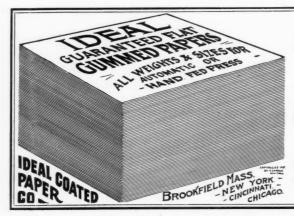
WRITE for specimen pages of both Regular and India-Paper Editions.

Please send me specimens of the New Divided Page, Illustrations, Regurand India Papers, etc.

G. & C. MERRIAM CO. SPRINGFIELD, MASS.

Address

FREE a useful set of pocket maps if you mention "INLAND PRINTER."



## A WHOLE PILE

of gummed-paper troubles will be avoided if you specify and use

### IDEAL GUARANTEED FLAT GUMMED PAPERS

Used by printers and lithographers and label printers everywhere. Send for sample book to nearest address given at left.

### PLATEN PRESSES

We handle standard makes directly from the manufacturers; also have a large stock of rebuilt jobbers covering all sizes. The completeness and variety of our stock enables the buyer to secure the machine especially adapted to his requirements.



WANNER MACHINERY COMPANY Founded 1875

A. F. WANNER, Prop-Show Room, 703 S. Dearborn Street, Chicago Machine Shops, 215 to 223 W. Congress Street, near 5th Ave. WHY WORRY

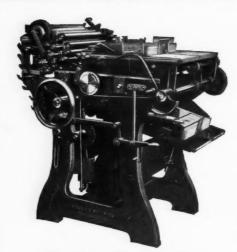
along using ancient profit-killing methods to put high, uneven, and warped plates, and electros in printing condition?

Install a simple, efficient, TYPE-HI Planer and your troubles will be

over. The nominal cost of the TYPE-HI is made many times over in a few months by the time it saves the pressman.

Ask us for descriptive circulars, "before and after" samples. Shipped on 30 days approval.

Type-Hi Mfg. Co., Inc., Syracuse, N.Y.



Stokes & Smith Rapid Rotary Press

## **Profit in Speed**

HE experience of one large publisher who uses a Stokes & Smith Rapid Rotary Press for imprint work emphasizes its value for short runs of miscellaneous work, as well as on long runs of labels, tags, letterheads, and the general run of commercial work that must be turned out rapidly in order to show a profit.

This publisher addresses 40,000 magazines per day with an S. & S. Press. It requires 105 changes in name plates, the quantities printed from each ranging from 200 to 1000. Plates are changed in from one to two minutes.

Such conditions are of course unusual, and not to be met with by the printer. Nevertheless the impressive way in which the press meets these conditions serves to indicate its ease of adjustment, operation and adaptability.

On all ordinary work the S. & S. Press is holding up to even more than its guaranteed speed of from 7,000 to 8,000 impressions per hour.

The possibilities for profit for the shop which has such facilities for speedy, accurate production are apparent.

Complete information about the action of the press, price, terms, etc., will be gladly sent without obligation. Address

STOKES & SMITH COMPANY Northeast Boulevard, Philadelphia, Pa.

Northeast Boulevard, Philadelphia, London Office—23 Goswell Road

7000T08000 IMPRESSIONS PER HOUR GUARANTEED

## For Instance Consider the C-P Drive

It's the Worm and Worm Wheel Drive -the C-P Drive that has revolutionized the designing of cutters and has made possible the production of a strong, dependable machine at a moderate price. It is the strongest and most efficient drive known to mechanics.

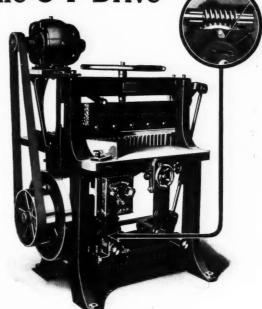
The C-P Worm and Worm Wheel Drive is entirely enclosed in a dustproof casing attached to the lower braces of the side frames under the table where it is out of the way of the operator.

The worm wheel revolves in an oil bath, making it run noiselessly and with the minimum of friction.

This is just one of the many advantages of the C-P Cutter. Write for catalog and prices to-day.

Dealers in All Important Cities

Toronto Type Fdy. Co., Ltd., Canadian Agents, exclusive of British Columbia.



# andler & Price

## The Printing Art

"The Fashionplate of Printerdom"

HIS MAGAZINE is issued monthly in the interests of printers, publishers, designers, engravers, advertising men and others. Its articles relate to the constructive phases of printing and advertising. It conveys information of real value and interest. It presents regularly the new things in type, design, colorwork, the reproductive processes, and other features of the graphic arts. The exhibits include examples from the leading publishing houses, printers and engravers, and afford the most comprehensive showing ever made of American printing and engraving. The size of The Printing Art is 9x 12 inches. It has over one hundred pages every month. The annual subscription price is \$3 in advance; single copies 30 cents. Foreign price, \$5 per year, including postage. Canadian subscriptions, \$3.75 per year.

SPECIAL OFFER

In order to acquaint you with The Printing Art, send 10 cents in postage and mention this advertisement and we will mail you a specimen copy.

ISSUED BY

THE UNIVERSITY PRESS

CAMBRIDGE, MASS.

## What Will Bronze Blue Cost You If Present Color **Conditions Continue?**

Branch Distributors

R. D. Wilson & Clarksburg, W.Va. Paper Co. Cumberland, Md. The Colorado Ink

Co.
Denver, Colo.
The Crescent
Paper Co.
Indianapolis, Ind.
Mercantile Mercantile
Paper Co.
Montgomery, Ala.
The Richmond
Printing Ink Co.
Richmond, Va.
C. I. Johnson Mfg.

St. Paul, Minn. Wright, Barrett & Stilwell St. Paul, Minn. Wahpeton Paper Co. Wahpeton, N. D.

For the month of October we will continue to offer UPCO Bronze Blue at \$1.00 per pound.

Many took advantage of last month's offer. Were you negligent? Order to-day.

#### The Ullman-Philpott Co.

Established 1881

4811 Lexington Ave. Cleveland, Ohio

Savink	October	Only	Offer
Savink	October	Only	Oner

Address . State ...(4811)



We should like to have you as a regular reader of

## THE AMERICAN PRINTER

A Magazine of Printing Made in America for American Printers

employing and employed, the purpose of which publication is to be useful. THE AMERICAN PRINTER presents in each issue helpful articles for those in the office and in the workrooms. There are ideas for mechanical, accounting, publishing, art, advertising and other departments. The editorial tone of THE AMERICAN PRINTER is inspirational. It is fighting for better printing, more efficient printers and more profitable business methods. It is with those who have ideals; it subscribes to the Standards of Ethical Practice adopted by the business press.

Three dollars a year. Send one dollar for four months' trial subscription OSWALD PUBLISHING COMPANY 25 City Hall Place, New York

#### **Vest-Pocket Edition** Practical Suggestions on Presswork



Size, 3 x 4 inches.

#### To New Full-Year Subscribers

For \$2.50 We will send the Weekly Printing Trade News for ONE YEAR and our vest pocket, cloth-bound book, "Practical Suggestions on Presswork." This little book, properly indexed, was written by a practical man and contains tried methods of securing good presswork on both platen and cylinder presses. Good presswork makes good printing, holds customers and attracts new ones, and therefore this little book will prove invaluable to small-plant owners and pressmen. The regular price of this book is \$1.00.

WEEKLY PRINTING TRADE NEWS

WEEKLY PRINTING TRADE NEWS 326-328 W. 41st St., New York

## The Pacific West in 1915

More printing-plants more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts a new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915

# PACIFIC PRINTER

440 SANSOME ST., SAN FRANCISCO, CAL.

#### PUT THIS STICK IN YOUR CUTTING MACHINE

AND EFFECT A SAVING IN TIME OF OVER 500 PER CENT



THE PERFECT CUTTING STICK

is easily applied to any Paper Cutting Machine, is easy to use and is a big time-saver. It helps the operator, cuts the cost of cutting and improves the quality of the work by eliminating the ragged edges on the under sheets. No careful printer, lithographer or binder should be without the Perfect Cutting Stick. Send for sample section free. An interesting story of a printer's experience will be mailed on request

PERFECT CUTTING STICK CO.

545 Seneca Street, BUFFALO, N. Y.

## The British Printer

Is Familiarly Known as

## "Our National Trade Journal"

By Its British Readers

Subscribers to the British Printer are also found in the best printing establishments of the United States, in Canada, or the Continent of Europe and in every British Colony.

The British Printer is a purely technical journal. Every department covered by experts. Always pictorial, illustrating modern methods of reproduction.

Published bi-monthly, \$2.00 per annum, post free.

Specimen copy 35c; by mail 4oc. American Agents:

THE INLAND PRINTER COMPANY

Chicago, Illinois 632 South Sherman Street



Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, \$2 per annum.

The Office of THE PROCESS MONTHLY

14 Farringdon Avenue London, E. C.

AMERICAN AGENTS: SPON & CHAMBERLAIN

123 Liberty Street, New York

## Knowledge of Mechanism of the Linotype

is a valuable asset for an operator. It makes his work easier, opens another avenue to employment, and usually swells the pay envelope.

Many successful operators have taken courses in mechanism at the INLAND PRINTER TECHNICAL SCHOOL and all express regret that they did not do so earlier.

The enterprising operator who studies the mechanism of the linotype will be prepared for any opening that might require that kind of knowledge.

You can learn how to operate or learn linotype mechanism entire, or study special parts and movements at the

#### INLAND PRINTER TECHNICAL SCHOOL

632 SHERMAN STREET, CHICAGO, ILLINOIS

"Machine Composition" is a booklet that gives information concerning the school and some of its graduates. You can have it for the asking,

LINOTYPE, MONOTYPE STEREOTYPE ELECTROTYPE

DISTINCTIVELY BETTER CONSISTENT MARKET PRICES

Pittsburgh White Metal Company

New York Pittsburgh

#### There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J.F.W. Dorman Co. Baltimore, Md., U. S. A.

We cater to the Printing Trade in making the most up-to-date line of

#### Pencil and Pen Carbons

for any Carbon Copy work.

Also all Supplies for Printing Form Letters

#### MITTAG & VOLGER, Inc. PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

#### REVOLVATOR

REG. U. S. PAT. OFF.



Will pile or unpile paper cheaper, better, quicker than any other method.

Send for Bulletin 1-30
"The Revolvator"

#### N.Y. Revolving Portable Elevator Co.

351 Garfield Avenue, Jersey City, N. J.

#### Blomgren Bros. 3 DESIGNERS

ENGRAVERS ELECTROTYPERS

512 SHERMAN ST. CHICAGO

GEO. W. SWIFT, Jr.

#### Bordentown, N. J. Designer and Manufacturer

of special machinery for printing and producing paper products.

What do you need to increase your production and reduce your cost?

We Can Make It.

#### Illinois Electrotype Co.

Electrotypers Designers Nickeltypers Engravers

314-318 South Canal Street, Chicago Phones: Harrison 1000. Automatic 52964.

## Manz Engraving Co.

Works: 4015 Ravenswood Ave.
Sales office: 22 W. Monroe Street

Specialties: Lead mold steel-face electrotypes;
color plates in Ben Day process; color plates in
three-color process; color plates in quadruplecolor process. Artists and designers for illustrations and covers. Half-tones and zinc etchings of quality. Correspondence solicited.



\$25 to \$35 Yearly ABULAR equipment for rule-and-figure and blank work on standard Linotypes, with all matrices. Lino-Tabler Co., Chicago New York, Toronto These slugs FREE to trade plants

#### D FIGURE AND RULED BLANK COMPOSITION

#### Art Reproduction Co.

**DESIGNERS and ENGRAVERS** MULTI-COLOR PLATE SPECIALISTS NEGATIVES FOR OFFSET PROCESS

The only engraving house in Chicago which makes a specialty of Duo-Tones, Three and Four Color Process Printing Plates. Correspondence solicited. PHONE FRANKLIN 2181

412-420 Orleans St. Chicago, Ill.



Don't Buy Solid Quads
ECONOMY QUADS
SAVE 25 PER CENT
In Weight
In Time
In Labor
In Trouble
OCT.
Always INSIST on your
Dealer supplying
ECONOMY QUADS
SAMPLE FREE
958 Harrison St., Chicago

#### Sure Enough Metallic Inks

If you use metallic inks—don't use the "as-good-kind." Get the BEST—cost no more.

We Make All Kinds Printing Inks Let us figure with you. Our inks are known for Quality.

The Kohl & Madden Manufacturing Company 626 Federal Street, Chicago, Ill.

## JUERGENS BROS.CO.

DESIGNERS ENGRAVERS ELECTROTYPERS 166 W. Adams St. Chicago

## **METALS**

Linotype, Monotype, Stereotype Special Mixtures

#### OUALITY

First, Last and All the Time

#### E.W. Blatchford Co.

230 N. Clinton St. 5 Beekman St. Chicago New York

**Money From Your** WASTE

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#### INDIANA PRINTING COMPANY of Fort Wayne

The undersigned, Receiver of the INDIANA PRINTING COMPANY of Fort Wayne

The undersigned, Receiver of the INDIANA PRINTING COMPANY, pursuant to the
order of the Superior Court of Allen County, State of Indiana, in the case of the J. W.
BUTLER PAPER COMPANY vs. THE INDIANA PRINTING COMPANY, entered on
the 28th day of September, 1915, in Order Book 28, Page 524, hereby gives notice that on
NOVEMBER 2, 1915

At 10 o'clock A. M.

At the office of the Company, corner sixth and Harrison Streets, in the City of Fort Wayne,
I will sell, for cash, to the highest bidder, subject to the approval of Court, its real estate,
buildings, machinery, presses, tools, diese, plates, type, composing-room furniture, monotype
equipment, stock of paper and supplies, office furniture and fixtures, and all other property
of said Company of every kind and description, excepting only its bills and accounts
receivable, and cash on hand.

The real estate of the Company is described as lots 198 and 199 in the North Side Addition of the City of Fort Wayne, according to the Recorded Plat thereof.

Terms of Sale

The successful bidder will be required, at the time of the acceptance of his bid, to deposit

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The successful bidder will be required to enter into a contract with the Receiver, to finish all of the unfinished orders on hand, on which work has been started.

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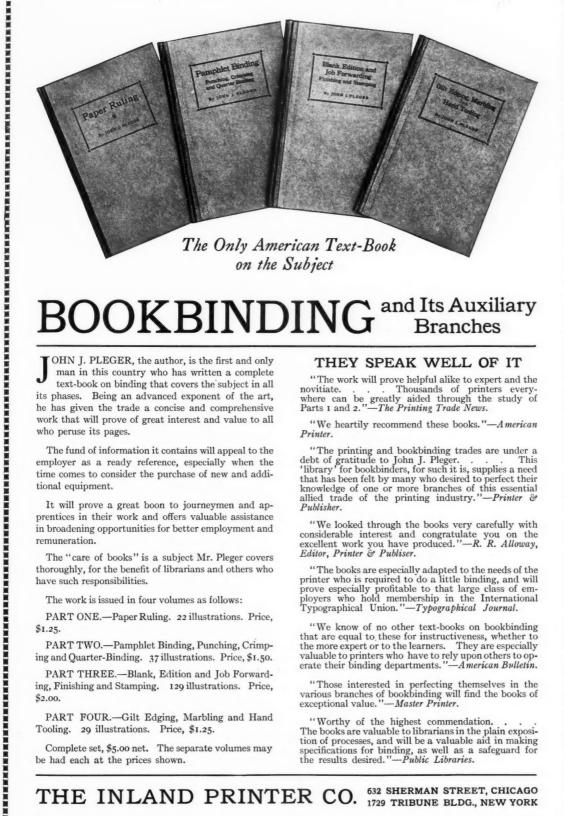


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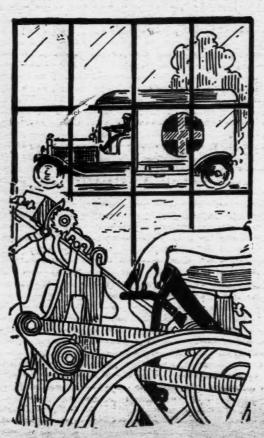
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